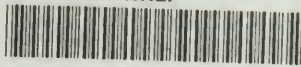


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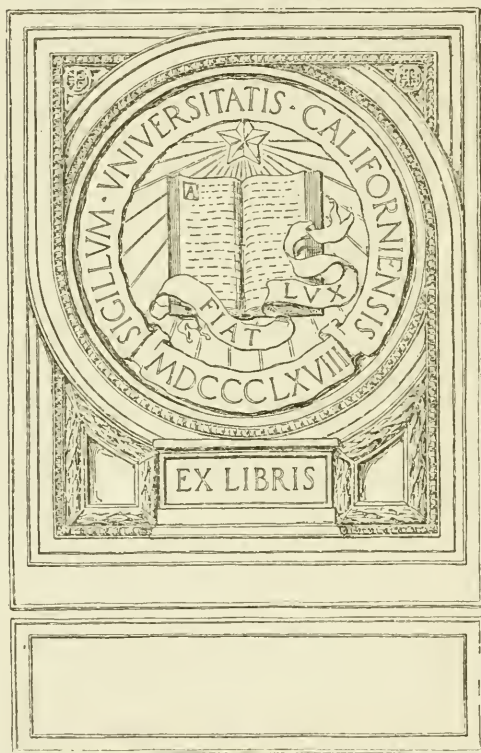
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# FIVE HUNDRED BUSINESS BOOKS



GIFT OF

*American Library Ass'n*











# FIVE HUNDRED BUSINESS BOOKS

Compiled and Annotated by

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Indianapolis Public Library

With an Introduction by

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Newark, N. J.

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## PREFACE

The idea of a science of business is accepted. Courses in business administration are given in our leading colleges and universities. Correspondence courses for those already engaged in business are increasingly popular. Around this idea of a science of business, has grown up, inevitably a special literature. Publishers and booksellers advertise business books, and libraries make special collections of books for business men. This business literature is of so recent an origin that in compiling a list of the best business books, one finds a rather limited group from which to select.

The particular test for the inclusion of books in this list has been that of their proved practical value to younger business men. This does not imply, by any means, that the list is not meant as well for business men of wide experience, nor does it imply that the principles and theories underlying general business and its various ramifications have been ignored. In each sub-division of the list, whenever possible, the best book or books elucidating the basic theory of that particular phase of business have been included. But it has been discovered in actual daily work in a business library that the book which is most in demand and which is most often returned with the comment "That was exactly what I wanted," is the book which deals not so much with theory itself as with the operation of the theory, not so much with the psychology as with the practical application of the psychological principle to the specific problem, not so much with the plan as with the tested plan. Business men are as willing as any other group of men to learn from the experiences of others. It has been from this point of view, mainly, that this list has been compiled.

Of so-called "inspirational books," for business men, only a few have been included, not for lack of appreciation of their real value and their undoubted popularity but rather because they form such a large group of titles that it is difficult to select from them with discrimination.

A large number of very valuable and practical books come from schools which conduct correspondence courses in business. Many of these, particularly those from LaSalle Extension University and a few from the International Correspondence Schools, have been included in this list. The Alexander Hamilton Institute books have not been included because they are sold only to the students taking the course and are difficult to obtain second-hand. They contain excellent material, and will be found in many libraries.

The books starred constitute suggestions for first purchases, particularly for the smaller libraries which are beginning to feel the need of a special collection of business books—a collection such as no modern library can well afford to be without, if it expects to meet the needs of the day.

No list of business books can be quite complete without at least a brief mention of the large mass of material of interest and practical value to the business world which lies outside the realm of bound books and includes all sorts of pamphlet material, trade papers, house organs, statistics, maps, trade directories, special reports, federal, state and city documents, etc., etc. Much of this material it is impossible to list, much is ephemeral, and much varies with different communities, but it cannot long be ignored in the building up of a workable, up-to-date collection of business literature.

ETHEL CLELAND.

## INTRODUCTION

Why have we made this list? Because there is a demand for it, and we know it will be used.

A few years ago books on business were scorned by business men, and for good reasons. They were few in number and very poor. They were nearly all quite preachy in tone, were built on the "Log Cabin to White House" plan, and were written by persons who had never done business and did not know business.

If the present day scope of the term "business books" is still not well known to you, glance over the list of subjects that are covered by this volume, remembering that it does not claim to include more than an outline of the whole field. You will find that the subjects begin with Ethics, Psychology and Personal Efficiency; that is, with morals of trade and industry, the brain of the human machine, and the art of getting the best possible service out of one's own mind and body. Here are subjects that are now thought to be proper for the study of a young man who wants to do something worth while in the industrial world. They are today quite generally admitted to be business topics.

Again let me say, that if you are not familiar with modern business literature it will pay you well to run through this whole list of the subjects with which the 500 books here listed deal. It will suggest to you the tremendous studies that have been made in recent years in the subdivision and specialization of those managerial activities which guide all our industrial life. It will go far, also, toward convincing you that we have passed the day in which bookishness was thought to be a proper attribute of the "student" and professor only, and a hindrance rather than a help to the man of affairs. Where it used to be said in praise of a man, "He is hard-headed," it is now said, as the existence of the books in this list quite clearly discloses, "He reads!"

What I have just said could not be said so confidently if the books here listed were merely published—and not used. But they are used, and to an increasing extent every day. It pays writers to write them, and it pays publishers to produce them, or they would not have come forth in recent years in such a flood that of them all the 500 here named is only a small part.

The modern industrial worker is a user of print; that is the outstanding fact which the present day flood of books in industry sets plainly before us. And daily the industrial worker reads more and

more; and daily the habit of using print to his profit goes further down the line, from president and manager to superintendent, foreman, expert workman and day laborer.

This spread of the reading habit in our industrial world could have been predicted long ago, so inevitably has it grown out of our social habits and conditions.

For nearly a hundred years we have held to and tried to put into practice, the doctrine that every child must be taught to read at public expense. We have not succeeded in making our practice conform precisely to our doctrine; but we have given to millions the reading power, and to most of the millions a touch of the reading habit. Upon this nation-wide ability to read, the newspapers have built their astounding empire. Even the meanest of these newspapers has helped to spread the habit of reading and thereby to increase the total of our reading skill. In no country in the world has the Little School Master of printer's ink been so constant in his teaching as he has in America.

To the newspapers, in due course, were inevitably added the special journals, weekly and monthly, of every kind. Of these, the more potent teachers of reading are perhaps the popular ones whose glowing covers, most often of the feminine gender, makes our news stands so resplendent. But behind these, not so often seen on the public highways, but more definitely effective in their teaching, has grown up a group of trade or technical journals. They are born evidently of two things, the habit of reading, which is the child of the printing press and the school, and the wish to learn more of one's calling, which is itself in part a product of the reading habit and in part of the competition between industry and industry and between man and man.

Within this field of the trade journal, and the term includes quite naturally many journals devoted largely to science, there began to appear, a few years ago, journals devoted to the business side of industry. The word business here is very elastic and is not capable of definition. As first used it probably included little more than office management. Indeed, the first journal that appeared in this field was perhaps one, born over 20 years ago, that called itself "Business," and devoted itself almost exclusively to office affairs. But in time the "office" part of the term was dropped, and "business" was commonly held to include the whole field of "management." How wide this field is now found to be is suggested, as already noted, by the range of special topics covered by this list.

This, then, given our general character and our opportunities, and the printing press, is what the prophetically minded could have foreseen 100 years ago: The schools and universal ability to read; the readers, the printing press and cheap paper, and, therefore, the omnipresent newspaper; the newspapers, encouraging the reading habit, and a thirst for news, which only the practice of the reading art can satisfy, and, therefore, more and more readers; industrial development among a migrant, resourceful and inquiring people in a land of unlimited resource, and, therefore, a habit of competing in industry which called out all that there was of power and knowledge in every competitor; the competitor's demand for more knowledge of his special calling, and, therefore, the special trade and technical journal; the further demand, by the leaders in competing industries and the superintendents, managers, foremen, and more ambitious workers, for well-digested summaries in book form of the best that the special trade and business journals had put forth, and, therefore, the books on the list now in your hands.

The moral is as obvious as the sequence of this belated prophecy: "The Habit of Reading possesses now the Business World, and Things Worth Reading are Read; it is not Too Soon to Begin Reading on Your Own Business."

Our modest hope is that this list will help a few to make useful application of the moral of this introduction.

J. C. DANA.

Public Library,  
Newark, N. J.  
October, 1919.

The War Library Service of the American Library Association presents this compilation in response to definite need for a list of books on the various phases of modern business and with the desire to be of service to librarians and teachers who are concerned directly with the vocational education of the discharged soldier and sailor. It is hoped that the list will receive the same welcome and quick response as were given to "One Thousand Technical Books" compiled by Mr. Herbert L. Cowing and published by War Service in July, 1919, and that by means of these companion lists, librarians and the patrons of libraries will find the field of technical and business literature fairly well covered.

The work of compilation and annotation was done by Miss Ethel Cleland, Librarian of the Business Branch of the Indianapolis Public Library. At her request, a few annotations were made at War Service Headquarters for books so new as not to be available and for which no reliable reviews could be found. Having access to the shelves of the Library of Congress facilitated such work. These annotations, the indexes and sub-headings and some re-arrangement of subjects, as well as the general editing of the list are the work of Mrs. S. H. Powell, a member of the staff of the Book Selection Department.

October, 1919

RENA REESE,  
Head of Book Department.

#### NOTE

The type for this list is being held by the printer. A stock will be kept on hand so that libraries wishing copies in quantity beyond those distributed free in the initial distribution may buy them at cost. Libraries wishing reprints of any section of this list or of "One Thousand Technical Books" may arrange for them at cost. Libraries and others interested are invited to make suggestions for the improvement of the lists either by way of correcting errors, or by suggesting titles suitable for addition or omission.

George B. Utley, Secretary  
American Library Association  
78 E. Washington St.  
Chicago, Illinois.

# TABLE OF CONTENTS

## BUSINESS—GENERAL

|                              |   |
|------------------------------|---|
| GENERAL ASPECTS .....        | 1 |
| ETHICS .....                 | 2 |
| PSYCHOLOGY .....             | 2 |
| PERSONAL EFFICIENCY.....     | 3 |
| ECONOMICS .....              | 3 |
| LAW .....                    | 4 |
| PURCHASING .....             | 5 |
| CREDITS AND COLLECTIONS..... | 5 |

## COMMERCE

|                               |    |
|-------------------------------|----|
| GENERAL .....                 | 7  |
| RAILROAD TRANSPORTATION ..... | 7  |
| FOREIGN TRADE .....           | 11 |

## FINANCE

|                         |    |
|-------------------------|----|
| BANKS AND BANKING ..... | 13 |
| SAVINGS BANKS .....     | 16 |
| TRUST COMPANIES .....   | 16 |
| STOCKS AND BONDS .....  | 16 |
| FOREIGN EXCHANGE .....  | 17 |

## BOOKKEEPING, ACCOUNTING AND AUDITING

|                   |    |
|-------------------|----|
| BOOKKEEPING ..... | 19 |
| ACCOUNTING .....  | 19 |
| AUDITING .....    | 21 |

## FACTORY ORGANIZATION AND MANAGEMENT

|                                                      |    |
|------------------------------------------------------|----|
| GENERAL .....                                        | 23 |
| INDUSTRIAL EFFICIENCY AND SCIENTIFIC MANAGEMENT..... | 24 |
| EMPLOYMENT AND EMPLOYMENT MANAGEMENT.....            | 26 |
| FACTORY ACCOUNTS .....                               | 27 |

## OFFICE PRACTICE

|                            |    |
|----------------------------|----|
| GENERAL .....              | 31 |
| BUSINESS LETTERS .....     | 32 |
| STATISTICS AND GRAPHS..... | 33 |

## ADVERTISING

|                                        |    |
|----------------------------------------|----|
| PSYCHOLOGY, PHILOSOPHY AND THEORY..... | 35 |
| BUSINESS METHODS .....                 | 35 |
| TECHNIQUE .....                        | 36 |
| SPECIAL FORMS AND METHODS.....         | 37 |

## SALESMANSHIP

|                                |    |
|--------------------------------|----|
| PSYCHOLOGY AND THEORY .....    | 39 |
| SALES MANAGEMENT .....         | 39 |
| SPECIAL TYPES OF SELLING ..... | 39 |
| TECHNIQUE .....                | 40 |

## RETAIL TRADE AND SPECIAL LINES

|                     |    |
|---------------------|----|
| GENERAL .....       | 41 |
| SPECIAL LINES ..... | 42 |

## INSURANCE

|                |    |
|----------------|----|
| GENERAL .....  | 49 |
| THEORY .....   | 49 |
| BUSINESS ..... | 49 |
| LIFE .....     | 49 |
| PROPERTY ..... | 50 |
| SOCIAL .....   | 51 |

## PUBLISHERS' DIRECTORY, AUTHOR INDEX, SUBJECT INDEX

|                             |    |
|-----------------------------|----|
| PUBLISHERS' DIRECTORY ..... | 53 |
| AUTHOR INDEX .....          | 59 |
| SUBJECT INDEX .....         | 71 |

## BUSINESS: GENERAL

- Allen, F. J.** Business employment. 1916 Ginn \$1  
Discusses the opportunities for employment in the field of general business.
- \*Brisco, N. A.** Economics of business. 1913 Macmillan \$1.50  
The principles and the main points of everyday practice in all departments of business, both wholesale and retail offices and shops.
- Credwson, C. N.** Building business. 1907 Appleton \$1.25  
An informal discussion in narrative style of the various aspects of a business career.
- \*Derrick, P. E.** How to reduce selling costs. 1916 Newnes 6/  
"It costs more to sell goods than it does to make them."
- Dicksee, L. R.** Business organization. 1910 Longmans \$1.50  
The object of this book is "to indicate the connection between the abstract science of economics, of currency, of accounting, and the like, and practical business operations."
- \*Douglas, A. W.** Merchandising. 1918 Macmillan \$1  
"This book is the result of forty years experience and service in one of the largest distributing houses in the country and consequently it reflects methods and processes which are in actual daily use."
- \*Fernley, T. A.** Price maintenance. 1912 Commercial pub. \$2  
Valuable for general manager, sales manager, treasurer, credit man, salesman—all who are concerned in management of business and sale of merchandise.
- Fiske, A. K.** Honest business. 1914 Putnam \$1.25  
Essential factors and conditions that should control and direct business organizations.
- Higinbotham, H. N.** The making of a merchant. 1906 Forbes \$1.50  
Written to point out as far as possible, "to the young adventurer into the mazes of commercial activity," the faults and mistakes which must in all probability beset him.
- \*Lewis, E. S.** Getting the most out of business; observations of the application of the scientific method to business practice. 1919 Ronald \$2  
The fundamentals of organization, management and business policies and how they are applied.
- Lough, W.** Business finance. 1917 Ronald \$3  
A practical study of financial management in private business concerns.
- Shaw, A. W.** Some problems in market distribution. 1915 Harvard \$1  
How to reduce the expense wastes in our present method of distribution.
- Sparling, S. E.** Introduction to business organization. 1906 Macmillan \$1.25  
Includes such well known forms as factory organization, commercial organization, exchange, selling, wholesaling and retailing, advertising, credits and collections.

**Teller, W. P. A. and Brown, H. E.** A first book in business methods.  
1915 Rand 75c

An elementary text book in everyday business transactions.

**\*Tipper, H.** The new business. 1915 Doubleday \$2  
Fundamentals of trading and marketing.

### ETHICS

**Page, E. D.** Trade morals, their relation to the science of society.  
1914 Yale \$1.50

The object of the book is "To clarify if not to solve some difficulties by which the men of our time are perplexed," to show, "the inter-relations of society, morals and mind in their effect upon the conduct of the business man."

**Tead, O.** Instincts in industry. 1918 Houghton \$1.40

"Today, as never before, the professional man, the employer, the employment manager and foreman, the labor leader and social worker—all are under the necessity of knowing what the workers are thinking and feeling, of discovering the context of their mental life and the impulses by which they are moved."

### PSYCHOLOGY

**\*Blackford, Mrs. K. M.** Analyzing character. 5th ed. 1916  
H. Alden, inc. 50 East 42d St. N. Y. City \$3  
Establishes a science of judging men by their physiognomy.

**Fosbroke, G. E.** Character reading through analysis of the features.  
1914 Putnam \$1.50  
Goes into greater detail than Blackford.

**Knowlson, T. S.** Business psychology. 1912 Sheldon univ. \$2  
In addition to general discussion of the subject, the book contains a system of mental drill to increase commercial efficiency and to add to mental acumen.

**\*Munsterberg, H.** Business psychology. 1915 La Salle \$2  
"It is the aim of this volume to bring together those results of modern psychological thinking which are significant for the work of the business man."

**\*Munsterberg, H.** Psychology and industrial efficiency. 1913  
Houghton \$1.50  
Part 1: The best possible man; Part 2: The best possible work;  
Part 3: The best possible effect.

**\*Scott, W. D.** Increasing human efficiency in business. 1913  
Macmillan 50c  
"For the science of psychology is, in respect to certain data, merely common sense, the wisdom of experience, analyzed, formulated, and codified. It has taken its place, with physics and chemistry, as the ally and employee of trade and industry."

**\*Scott, W. D.** Influencing men in business. 1916 Roland \$1  
Dedicated to "the young business man whose interest is in influencing men rather than in handling things; and who is studying to make his arguments more convincing and his suggestions more coercive."

- Stockwell, E. G.** Essential elements of business character. 1911  
Revell 60c  
The chapters take up; Business organization; business knowledge; business energy; business reliability; business economy; system in business; financial ability in business; some over-looked expenses; imagined profits; business sentiment.
- Swift, E. J.** Psychology and the day's work. 1918 Scribner \$2  
Practical application of psychology to daily life, a recent book in the recently exploited field of "applied psychology."

### PERSONAL EFFICIENCY

- Bennett, A.** How to live on 24 hours a day. 1910 Doran 50c  
A theory of "scientific management" for individuals.
- Fowler, N. C.** How to get your pay raised. 1912 McClurg \$1  
Practical optimism, "it is up to you."
- Grimshaw, R.** Lessons in personal efficiency. 1918 Macmillan \$1.50  
"Practical suggestions abound for the training of the attention, of the will, of the ability to plan, of logical consecutive thought, of the cultivation of right habits, of the quality to succeed, etc."
- Haddock, F. C.** Power of will. 1916 Pelton \$3  
"Your brain matter is your sole workshop for success in this work. What you do with this mysterious substance—the lines of action which you open up in it—the freedom with which thought processes are allowed to operate—the skill and swiftness with which you transfer the mind's energy into visible reality—all rest with your will."
- \*Hollingworth, H. L.** Applied psychology. 1917 Appleton \$2.25  
"To be a success or failure means to succeed or to fail to adjust oneself to one's environment."
- Kleiser, G.** How to build mental power. 1917 Funk \$3  
Definite outlines for procedure for every day in the week.
- Marden, O. S.** Everybody ahead. 1916 F. E. Morrison \$3  
A good example of the so-called "inspirational books."
- \*Maxwell, W. M.** If I were twenty-one. 1917 Lippincott \$1.25  
Clever and readable advice, presumably from an older man to a younger one just entering business.
- Watt, H. J.** The economy and training of memory. 1909 Longmans 50c

"If you find a memory-improvement scheme that will enable you to hold in mind all the things about all aspects of your business that have passed under your eyes for one year or ten years past, buy it quick."

### ECONOMICS

- Adams, H. C.** Description of industry, an introduction to economics. 1919 Holt \$1.25  
The author's aim is to supply a historical or descriptive background for courses in business training.

- Bogart, E. L.** Business economics. 1915 La Salle \$2
- Eddy, A. J.** The new competition. 1912 McClurg \$1.50  
An examination of the conditions underlying the radical change that is taking place in the commercial and industrial world—the change from a competitive to a cooperative basis.
- Friedman, E. M., ed.** American problems of reconstruction. 1918 Dutton \$4  
The contributors were requested to treat their subjects with the following points in view; a. What are the temporary effects of war? b. How may readjustments to peace conditions be facilitated? c. What are the permanent effects of the war? d. What changes in our national life must result therefrom? e. What should be our national economic policy?
- Koester, F.** The price of inefficiency. 1913 Sturgis \$2  
“It is the purpose of this book to show where the frightful wastes are being incurred, in government, and industrial, social and educational affairs.”
- McPherson, L. G.** How the world makes its living. 1916 Century \$2

## LAW

- Bacon, F. H.** Everyday law. 1918 McBride \$1  
“A plain statement of the elemental principles of law governing ordinary business transactions.” Sub-title.
- Burdick, F. M.** Essentials of business law. 1908 Appleton \$1.10  
“Shows how rules of law govern ordinary business. . . will help [the reader] to avoid many pitfalls.”
- Chamberlain, J. A.** Principles of business law. 1908 Anderson \$2.50  
Fundamental principles of law relating to ordinary business transactions.
- Conyngton, T. and Smart, E. A.** Business law. 1918 Ronald \$4  
A working manual of everyday law.
- Crane, U. E.** Business law for business men. 1916 Winston \$3.50  
Abstracts of commercial law in every state and territory and legal forms for many transactions.
- Gano, D. C. and Williams, S. C.** Commercial law. 1914 Am. bk. \$1  
A popular non-technical text book.
- Huffcut, E. W.** Elements of business law. 1917 Ginn \$1.12  
Textbook for students.
- Jones, L. A.** Legal forms. 1909 Bobbs \$6  
Including forms in conveyancing, together with general legal and business forms.
- Lapp, J. A., comp.** Important federal laws. 1917 Bowen \$6  
A compilation of the federal statutes which affect business and business men.

## PURCHASING

- Purchasing and employment.** 1917 Shaw \$1.35  
Contains a number of brief, to-the-point articles on purchasing for the office or factory and the organization of and system in, the purchasing department.
- Rindsfoos, C. S.** Purchasing. 1915 McGraw \$2  
Attempts to classify and study the principles governing the work of the purchasing agent.
- Thomas, A. G.** Principles of government purchasing. 1919 Appleton \$2.25  
A volume which is the direct outcome of government activities in connection with the war.
- \*Twyford, H. B.** Purchasing; its economic aspects and proper methods. 1915 Van Nostrand \$3  
A standard work in the field of purchasing.

## CREDITS AND COLLECTIONS

- \*Aspley, J. C.** What a salesman should know about credits. 1918 Dartnell \$1  
A very useful little book which connects the selling department with the credit department.
- \*Blanton, B. H.** Credit, its principles and practice. 1915 Ronald \$2  
A practical work for credit men, presenting the principles and practice involved in modern credits and collections, together with an explanation of bankruptcy proceedings.
- Cassell, R. J.** The art of collecting. 1913 Ronald \$2  
Discusses principles of collecting and contains reports, letters and many good suggestions for the collection manager and the business man in general.
- Credits and collections:** Credits, E. M. Skinner . . . Collections, R. S. White . . . Installment collections, H. E. Kramer. 1916 La Salle \$3  
Written by men who have had phenomenal personal success in the credit field, to inspire credit men to become both sales builders and profit makers.
- Credits, collections and finance;** organizing for credit work, credit policies and collection systems, financing an enterprise, investments and money markets. 1914 Shaw \$1.50  
A collection of brief articles by credit men and bankers.
- \*Ettinger, R. P. and Golieb, D. E.** Credits and collections. 1917 Prentice-Hall \$2  
A standard up-to-date work on principles and practice of credit management.
- \*Gardner, E. H.** New collection methods; a systematic treatment of the place of collections in marketing. 1918 Ronald \$4  
A thorough and reliable book.

- \*Hagerty, J. E.** Mercantile credit. 1913 Holt \$2  
 "For the students in colleges or schools of commerce, for those engaged in many phases of credit work and also those interested in the general subject of credit."
- Kallman, M. M. and others.** Mercantile credits. 1914 Ronald \$2  
 A series of lectures delivered by prominent credit men, lawyers and business men before the Y. M. C. A. of Los Angeles, Cal.
- Meyer, C. A.** Mercantile credits and collections. 1919 Macmillan
- National association of credit men.** Credit man's diary.  
 An annual volume whose most important feature is the summary of state and federal laws regulating credit men.
- 96 plans for collecting money by mail; tested plans for reducing credit losses—proved ideas and letters that collect—short cuts for handling collection details—pointers to observe when extending credit.** 1917 Shaw  
 Carefully selected collection plans with an elaborate index under the title "How to find the plan you want."
- Prendergast, W. A.** Credit and its uses. 1906 Appleton \$1.50  
 Of interest to the student of credit in its economic aspect and suggestive to the credit man in the bank or in the business house.
- Shryer, W. A.** Collecting by letter. 1913 2v Bus. serv. corp. \$3  
 Vol. 1. Psychology of collecting. Vol. 2, Practical methods and suggestive sample collection letters.

# COMMERCE

## GENERAL

- \*Brown, H. G.** Principles of commerce; a study of the mechanism, the advantages, and the transportation costs of foreign and domestic trade. 1916 Macmillan \$1.75  
An advanced text book on the theory of commerce.
- Clow, F. R.** Introduction to the study of commerce. 1901 Silver \$1.25  
A text book for beginners.
- \*Day, C.** A history of commerce. 1917 Longmans \$2  
Contains short reading lists at the close of most of the chapters and a long list of authorities consulted.
- \*Johnson, E. R. and others.** History of domestic and foreign commerce of the United States. 2v. 1915 Carnegie inst. \$6  
An exhaustive and authoritative work on the subject.
- Selfridge, H. G.** The romance of commerce. 1918 Lane \$3  
A brilliant and entertaining review of the history of commerce, written with enthusiasm by a successful merchant of today.
- \*Whelpley, J. D.** The trade of the world. 1913 Century \$2  
A general discussion with chapters devoted to trade conditions in each of the more prominent countries of the world of commerce.

## RAILROAD TRANSPORTATION

### GENERAL

- Johnson, E. R.** Elements of transportation. 1909 Appleton \$1.50  
Describes thoroughly steam railroads, electric railroads, and ocean and inland water transportation.
- \*Johnson, E. R. and Van Metre, T. W.** Principle of railroad transportation. 1916 Appleton \$2.50  
"A mine of information upon all phases of the railroad problem."
- Knoop, D.** Outlines of railway economics. 1913 Macmillan \$1.50  
Underlying principles of business and industry applied to railroads.
- Protheroe, E.** Railways of the world. 1914 Dutton \$2.50  
An absorbing history of railway development in Europe, Asia, Africa and North and South America.
- Ripley, W. Z.** Railroad problems. 1913 Ginn \$2.50  
A collection of special cases in railroad economics.
- Sakolski, A. M.** American railroad economics. 1916 Macmillan \$1.25  
A text book for investors and students. The author is an investment analyst in New York.

- Spearman, F. H.** The strategy of great railroads. 1904  
Scribner \$1.50  
Popular and interesting "stories" of various railroad lines.
- Sterns, S.** Railways in the United States. 1912 Putnam \$1.35  
A study of the management of railroads and their relation to the community. Supplementary notes bring the data down to 1911.
- Vrooman, C. S.** Amer. railway problems in the light of European experiences. 1910 Oxford \$2  
Valuable information on the question of private vs. public operation.

#### ACCOUNTING

- \*Adams, H. C.** American railway accounting; a commentary. 1918  
Holt \$3  
"Commentary on the standard system of railway accounts promulgated for and used by American railways; Appendix contains problems peculiar to railway accounting.
- \*Hooper, W. E.** Railroad accounting. 1915 Appleton \$2  
An analysis of the forms and methods of railroad accounting as prescribed by the Interstate Commerce Commission.

#### ELECTRIC RAILWAYS

- \*Blake, H. W. and Jackson, W.** Electric railway transportation. 1917  
McGraw \$5  
A book for the transportation department—transportation methods and practice.
- \*Fairchild, C. B.** Training for the electric railway business. 1919  
Lippincott \$1.50  
Explains non-technically, the business side of electric railroading and its various functions.
- \*Fischer, L. E.** Economics of interurban railways. 1914  
McGraw \$1.50  
For operator and investor.
- Jackson, D. C. and McGrath, D. J.** Street railway fares, their relation to length of haul and cost of service. 1917 McGraw \$2.50  
Report of investigation carried on in the Research division of the Electrical engineering department of the Mass. institute of technology.
- \*May, I. A.** Street railway accounting, a manual of operating practice for electric railways. 1917  
"An outline of the methods used by accounting departments of certain large companies operating in accordance with the Interstate Commerce Commission regulations."

#### EXPRESS COMPANIES

- \*Chandler, W. H.** The express service and rates. 1914 La Salie \$3  
Takes up in detail each phase of the express business, organization, service, rates, tariffs, relations with carriers, etc.

## FINANCE

- Cleveland, F. A. and Powell, F. W.** Railroad finance. 1912. Appleton \$2.50  
A comprehensive statement of principles and methods of railroad finance, for students, investors and men of affairs.
- Daggett, S.** Railroad reorganization. 1908 Houghton \$2  
"A study of railroad finance with particular reference to bankruptcy and subsequent rehabilitation of the property."
- \*Eaton, J. S.** Handbook of railroad expenses. 1913 McGraw \$3  
"A handbook reasonably complete for all the purposes of the operating officer or for the railroad statistician and financier."
- \*Ripley, W. Z.** Railroads; finance and organization. 1915 Longmans \$3  
Problems of capital and capitalization, securities, receivership and reorganization, speculation, stock watering, valuation, intercorporate relations, consolidation, pooling labor, government ownership, accounting.
- \*Vanderblue, H. B.** Railroad valuation. 1917 Houghton \$1.50  
"A scientific study of momentous problems of today."

## FREIGHT AND FREIGHTAGE

- \*Droege, J. A.** Freight terminals and trains, including a revision of yards and terminals. 1912 McGraw \$5  
"Essentially a treatise on freight transportation in all its essentials."

## MANAGEMENT AND OPERATION

- Haines, H. S.** Efficient railway operation. 1919 Macmillan \$4  
Almost the only text distinctively on operation.
- Lissenden, G. B.** Industrial traffic management. 1916 Pitman \$3.50  
An English book written for the traffic manager in modern industry.
- McPherson, L. G.** Working of the railroads. 1907 Holt \$1.50  
A practical and detailed text primarily for the student.
- \*Morris, R.** Railroad administration. 1910 Appleton \$2  
Written from the manager's viewpoint of actual railroad administration.
- Traffic field.** 1919 La Salle \$2.75  
Practical treatise on the industrial traffic department, associated traffic management, community traffic management, public utility-commission work, railway traffic management.

## RATES AND REGULATIONS

- \*Brown, H. G.** Transportation rates and their regulation. 1916 Macmillan \$1.50  
A study of the transportation costs of commerce with special reference to American railroads.
- Dunn, S. O.** Regulation of railroads. 1918 Appleton \$1.75  
Includes a discussion of government ownership versus government control.

- Haines, H. S.** Problems in railway regulation. 1911  
Macmillan \$1.75  
Takes up the subject of railway regulation from its beginning in this country.
- Haines, H. S.** Railway corporations as public servants. 1907  
Macmillan \$1.50  
Railroads considered as, essentially, public utilities.
- Johnson, E. R. and Huebner, G. G.** Railroad traffic and rates. 1911  
Appleton \$5  
For those engaged in railway services, particularly those interested in traffic departments and rates systems. v. 1 takes up freight service, v. 2 deals with passenger, express and mail service.
- Judson, F. N.** Law of interstate commerce. 1916  
Flood \$7.50
- McFall, R. J.** Railway monopoly and rate regulation. 1916  
Longmans \$2  
Theory of railroad valuation and rate regulation.
- McPherson, L. G.** Railroad freight rates in relation to the industry and commerce of the United States. 1909  
Holt \$2.25  
Historic and economic causes of the development of transportation charges and methods used in their making.
- Meyer, H. R.** Government regulations of railway rates. 1905  
Macmillan \$1.50  
A study of the experiences of the United States, France, Germany, Austria, Russia and Australia.
- Moore, W. H.** Railway nationalism and the average citizen. 1917  
Dutton \$1.35  
A discussion of the Canadian railroad problem.
- Raper, C. L.** Railway transportation. 1912  
Putnam \$1.50  
History of laws governing railway transportation.
- \*Ripley, W. Z.** Railroads; rates and regulation. 1912  
Longmans \$3  
A very full discussion of rates, discriminations, freight routing and classifications, special rate making systems and Act to regulate commerce.
- Sharfman, I. L.** Railway regulations. 1915  
La Salle \$2
- Wymond, M.** Government partnership in railroads. 1917  
Wymond \$1.50  
The transportation problem, sins of regulation, sins of the railroads, a constructive railroad policy, government ownership of railroads. The author thinks government ownership inadvisable.
- Wymond, M.** Railroad valuation and rates. 1916  
Wymond \$1.50  
The writer has had some "thirty years experience in connection with the promotion, construction, reconstruction, operation and valuation of railroads, and as an engineer in the service of railroads, banks, local communities and industrial and mining corporations."

## TERMINALS

- \***MacElwee, R. S.** Ports and terminal facilities. 1918 McGraw \$3  
An attempt to answer the question "What makes a successful port?"

## FOREIGN TRADE

- \***Aughinbaugh, W. E.** Selling Latin America, a problem in international salesmanship; what to sell and how to sell it. 1915 Small \$2  
A book of lively interest to the casual reader and of great profit to any one interested in trade with Latin America. The author speaks with authority of twenty years experience in these fields.
- Beable, W. H.** Commercial Russia. 1919 Macmillan \$3  
Deals with commercial possibilities, prospects of different lines of business and methods to be followed.
- \***Brown, H. G.** International trade and exchange; a study of the mechanism and advantages of commerce. 1915 Macmillan 90c  
A book embodying a study of two subjects which in any consideration of underlying principles it is almost impossible to separate.
- \***Filsinger, E. B.** Exporting to Latin America; a handbook for merchants, manufacturers and exporters. 1916 Appleton \$3  
"His presentation shows that successful competition for Latin American trade is not merely a question of prices but involves questions of credit, adaptability to location, taste, willingness to conform to local methods."
- Filsinger, E. B.** Trading with Latin America. 1917 Irving nat. bank gratis  
Obtaining orders, filing orders, shipping orders, payment for orders.
- Goldstein, J. M.** Russia, her economic past and future. 1919 Russian information bureau, N. Y.
- Hough, B. O.** Ocean traffic and trade. 1914 La Salle \$3  
"Water borne commerce long ago parted company from Romance and is today a highly specialized and systematized business."
- \***Hough, B. O.** Practical exporting. 1915 Amer. ex. \$4  
Arranged for quick and direct reference by the export manager, for information and guidance on any special phase of exporting. The documents included are reproductions of ones in actual use.
- Hurley, E. N.** Awakening of business. 1916 Doubleday \$2  
Deals largely with the question of combinations of exporting firms for foreign marketing.
- Hutchinson, L.** The Panama canal and international trade competition. 1915 Macmillan \$1.75  
Deals not so much with facts and figures of international trade as with tendencies in the development of various commodities and of the countries whose foreign commerce will be most influenced by the existence of the canal.
- \***Johnson, E. R.** Panama canal and commerce. 1916 Appleton \$2  
Explains why the canal was built and discusses its use by the commerce, and shipping of the United States and other countries.

- \*Johnson, E. R. and Huebner, G. G.** Principles of ocean transportation. 1918 Appleton \$2.50  
 "A volume to which college student, steamship manager, and shipper can turn for a description of ocean carriers, an account of ocean conferences, an explanation of ocean rates and fares and a description of principles and practices of government aid and regulation of ocean shipping."
- Jones, C. L.** Carribbean interests of the United States. 1916 Appleton \$2.50  
 "We are, with a few exceptions, the best customer of these communities. In a greater number, we hold the most important position in their export trade."
- Owen, Sir D.** Ocean trade and shipping. 1914 Univ. Press \$2.25  
 An English book summarizing international trade, ship ownership and regulation, Lloyds' ship papers in war.
- Peterson, C. E. W.** How to do business with Russia; hints and advice to business men dealing with Russia. 1917 Pitman \$2.25  
 The author, formerly a merchant in Petrograd and Riga, knows actual economic conditions and business methods in Russia.
- Trading with the Far East.** 1919 Irving nat. bank  
 How to sell in the Orient; policies; methods; advertising; credits; financing documents; deliveries.
- \*Vedder, G. C.** American methods in foreign trade; a guide to export selling policy. 1919 McGraw \$2
- Verrill, A. H.** Getting together with Latin America. 1918 Dutton \$2  
 Similar to his earlier books on the subject, this volume contains the latest figures and statistical data on the various countries of Latin America which it is possible to obtain.

# FINANCE

## BANKS AND BANKING

Part 1. The theory of money and banking, for the bank official and the student of finance.

Part 2. Practical banking, for the banker, bank department head, and bank employee.

### PART 1. THE THEORY OF BANKING

Cannon, J. G. Clearing-houses. 1900 Appleton \$2.50  
A simple statement of the history, organization, purpose and workings of the clearing house.

\*Cleveland, F. A. Funds and their uses. Rev. ed. 1919 Appleton \$1.50  
Answers the questions: What are funds? How are funds obtained? What institutions and agencies are employed in funding operations?

\*Conant, C. A. The principles of money and banking. 1905 Harpers \$4  
"A standard advanced book for every bank official and student of finance."

\*Dunbar, C. F. The theory and history of banking. 3d ed. enl. 1917 Putnam \$1.50  
Clearly written textbook for college students. Covers foreign banking systems as well as that of the United States.

\*Fisher, I. The rate of interest; its nature, determination and relation to economic phenomena. 1907 Macmillan \$3  
A critical study of previous theories of interest and an attempt to formulate what seems to the author the correct theory.

\*Fisher, I. and Brown, H. G. The purchasing power of money. 1911 Macmillan \$3  
Applies the principles determining the purchasing power of money to the study of the historical changes in that purchasing power including the recent change in the "cost of living."

Hoag, C. G. Theory of interest. 1914 Macmillan \$1.50  
Written for both the wage earner and the capitalist.

\*Holdsworth, J. T. Money and banking. New ed. 1917 Appleton \$2.25  
"No other volume presents so concisely the subjects of money and banking."

Hull, G. H. Industrial depressions. 1911 Stokes \$2.75  
An analysis and classification of the real and supposed causes of a new malady in the manufacturing and industrial world, namely, industrial depression.

Kemmerer, E. W. A B C of the federal reserve system. 2d ed. 1918 Princeton \$1.25  
"To give the reader an understanding of the fundamentals of this new regime in American banking."

- \***Kniffin, W. H.** Commercial paper, acceptances and the analysis of credit statements. 1918 Bankers pub. co. \$2.50  
A practical treatise on commercial paper, with particular reference to the processes by which the credit risk is determined where such instruments are purchased as a bank investment.
- \***Laughlin, J. L.** The principles of money. 1903 Scribner \$3  
Establishes the underlying theories of metallic money, paper money, banking. Contains suggestive references at the head of each chapter and a bibliography on prices.
- \***Moulton, H. G. ed.** Principles of banking. 1917 Univ. of Chicago \$2  
Selected readings.
- \***Taylor, W. G. L.** Credit system. 1913 Macmillan \$2.25  
What credit is, what it does and how it works.
- \***Thralls, J.** Clearing house. 1916 Amer. Bankers' Assn. \$1  
"Only a limited number of persons, including bankers, realize the important part that clearing houses have played in the development of the United States."
- White, H.** Money and banking. 1914 Ginn \$1.50  
A standard book on actual American money problems and banking methods.

## PART 2. PRACTICAL BANKING

- \***Agger, E. E.** Organized banking. 1918 Holt \$3  
"This book grew out of a part of a course on the subject of money and banking given by the author at Columbia university." "Selected references" at end of each chapter.
- Barrett, A. R.** Modern banking methods and practical bank book-keeping. 1911 Bankers pub. co. \$4  
Well adapted to the use of small country banks as well as large city institutions. More than two hundred forms are illustrated.
- Fiske, A. K.** Modern bank. 1904 Appleton \$1.50  
An historical and general discussion of banking as well as a practical guide on the subject.
- Harris, R. S.** Practical banking, with a survey of the federal reserve act. 1915 Houghton \$1.75  
Designed as a text book.
- \***Kniffin, W. H.** The practical work of a bank. 4th ed. 1919 Bankers pub. co. \$5  
"There isn't a single practical banking problem or detail of bank administration that this book doesn't take up carefully and describe in detail. Tells how to increase the efficiency of a bank—how to make the work run more smoothly—how to get the most out of the equipment."
- \***Lewis, E. S.** Financial advertising. 1908 Levey \$5  
An analysis of the essentials of good advertising with particular references to the kind of publicity suitable for financial institutions.

**MacGregor, T. D.** Bank advertising plans. 1913

Bankers pub. co. \$2.50

Consists entirely of descriptions and illustrations of various publicity plans as they have been actually employed by all sorts of financial institutions all over the country, grouped under such suggestive headings as: Community boosting, The bank historical, Appealing to nationality, Bank advertising letters, etc.

**\*MacGregor, T. D.** The new business department, its organization and operation in a modern bank. 1917. Bankers pub. co. \$1

"The important thing is to effect some kind of an organization and make systematic rather than desultory or spasmodic efforts to develop present customers and get new ones."

**\*MacGregor, T. D.** Pushing your business; a book of practical advice on advertising, for banks, trust companies, investment brokers, real estate dealers, and all interested in promoting their business by judicious advertising. 4th ed. 1911

Bankers pub. co. \$1.25

To solve the problem of how to combine, in financial advertising, the right amount of dignity and the requisite "pulling power."

**MacGregor, T. D.** Two thousand points for financial advertising. 1915

Bankers pub. co. \$1.75

A book made up of separate paragraphs, each of which embodies a suggestive idea or a workable phrase for financial advertising of all kinds.

**\*Morehouse, W. R.** Bank deposit building. 1918 Bankers pub. co. \$3

Practical and proved methods of increasing your business and holding it.

**Morehouse, W. R.** Bank window advertising. 1919

Bankers pub. co. \$2.50

To introduce to banks this new and effective medium of advertising and to suggest ideas to be used in displays.

**Morrison, F. R.** Banking publicity. 1904

Moody \$1

A manual on the art of advertising the business of financial institutions, containing numerous practical illustrations of appropriate wording and typographical arrangement of financial advertisements and forms of "follow up" letters.

**Shaw, A. W. co.** What it costs to run a bank. 1916

Shaw \$2

A unique report prepared by the Bureau of standards of the A. W. Shaw co., based on actual figures given out confidentially by a large number of bankers.

**Shaw banking series.** 6v. 1918

Shaw

Advertising and service \$2.50

Accounting and costs \$3.00

Loans and discounts \$3.00

Executive and control \$3.00

Buildings, equipment and

supplies \$3.00

Credits and collections \$3.00

**Willis, H. P.** American banking. 1916

La Salle \$2

Covers functions and classes of banks; the bank loan deposits; domestic exchanges; foreign exchange; notes; clearing houses; organization and administration; capital; government and banking; history; and several chapters on the Federal Reserve Act.

- Wolfe, O. H.** Practical banking. 1917 La Salle \$2  
 An explanation of the fundamental reasons which govern the essential operations of a bank and constitute banking technique.

### SAVINGS BANKS

- Hamilton, J. H.** Savings and savings institutions. 1902 Macmillan \$2.25  
 A general discussion of the theory of saving and the various types of savings institutions.
- \***Kniffin, W. H.** The savings bank and its practical work. 3d ed. 1918 Bankers pub. co. \$5  
 A practical treatise on savings banking, covering the history, management and methods of operation of mutual savings banks, and adapted to savings departments in banks of discount and trust companies, with over 180 illustrations taken from original sources.
- Morehouse, W. R.** How to increase savings deposits. 1919 Bankers pub. co.
- MacGregor, T. D.** The book of thrift. 1915 Funk \$1  
 Consists largely of a series of "talks on thrift" prepared originally for the Savings bank section of the American bankers' association and distributed as a part of a popular campaign to encourage saving.
- Robinson, E. L.** 1816-1916, one hundred years of savings banking. 1917 Amer. bankers' assn. 50c  
 Including comprehensive bibliography on thrift, co-operation and good management as it relates to thrift.

### TRUST COMPANIES

- \***Herrick, C.** Trust companies; their organization, growth and management. 2d ed. 1915 Bankers pub. co. \$4  
 This book, one of the few volumes on organization and management of trust companies, includes a history of the trust company movement in the United States and a variety of tables and charts which trust company officers will find suggestive.
- \***Kirkbridge, F. B. and Sterrett, J. E.** The modern trust company, its functions and organization. 1908 Macmillan \$2.50  
 "The book is organized primarily to serve the needs of active commercial life; the trust company handles funds in less active circulation."

### STOCKS AND BONDS

- Babson, R. W.** Bonds and stocks, the elements of successful investing. 1913 Babson \$2  
 Points out the strong and the weak points in various classes of securities.
- Browne, S.** How to read the financial page. 1916 Magazine of Wall St. \$1  
 A pocket book of ready reference, full of useful information.
- \***Chamberlain, L.** The principles of bond investment. 1911 Holt \$5  
 "Thorough, accurate and complete treatise on theory and practice of bond selling."

- \***Chamberlain, L.** Work of the bond house. 1912      Moody \$1.35
- Clay, P.** Sound investing. 1915      Moody \$2  
 "A barometer of business conditions by which to forecast the movements of the security markets with reasonable accuracy."
- \***Collver, C.** How to analyze industrial securities. 1917      Moody \$2
- \***Escher, F.** Practical investing. 1914      Bankers pub. co. \$1.50  
 "A plain straightforward description of securities and the markets."
- Guenther, L.** Investment and speculation. 1916      La Salle \$2
- Mead, E. S.** Careful investor. 1914      Lippincott \$1.50  
 "A practical guide through all the mazes of finance."
- \***Peirce, F.** The human side of business. 1917      Peirce \$2  
 For the bond salesman.
- \***Sprague, C. E.** Accountancy of investment. 1914      Ronald \$5  
 Combines with additions, three earlier volumes, "Text book of the accountancy of investment," "Amortization," "Logarithms to twelve places and their use in business calculations."

## FOREIGN EXCHANGE

- Brooks, H. K.** Brook's foreign exchange text book. 1906  
 Foreign exchange pub. co. \$2.25  
 An elementary treatise on foreign exchange and the monetary systems of the world, for the instruction and use of the banker, exporter, importer, tourist and particularly for the scholar and student.
- \***Brown, H. G.** Foreign exchange. 1917      Macmillan 90c  
 A study of the exchange mechanism of commerce, based on a discussion of the laws of money and the nature of banking.
- \***Clare, G.** The A B C of the foreign exchanges. 1893 Macmillan \$1.25  
 Clearly written account of foreign exchange.
- \***Escher, F.** Foreign exchange explained. 1917      Macmillan \$1.25  
 "What the man in the street wants to know about foreign exchange and what he needs to know."
- Withers, H.** Money-changing; an introduction to foreign exchange. 1913      Dutton \$1.75



# BOOKKEEPING, ACCOUNTING AND AUDITING

## BOOKKEEPING

\***Eaton, A. H.** The Eaton and Burnett revised and improved bookkeeping, corporation, voucher and cost accounting, embracing all modern and scientific methods used in business. 1917  
Eaton \$1.50

\***Griffith, J. B.** Practical bookkeeping. 1916 (Amer. accountants' lib.) Amer. tech. soc. \$1.50  
Especially designed for the self-instruction of the beginners.

**International correspondence schools.** Bookkeeping. (Interna. lib. of tech. v. 59.) 1904 Int. text bk. co. \$5  
Single entry bookkeeping, double entry bookkeeping, opening, closing, and changing books, corporation organization and bookkeeping, elements of cost accounting, bank bookkeeping.

\***Klein, J. J.** Bookkeeping and accounting. 1918 Appleton \$1.75  
"This book may be used as the basic text in the presentation of bookkeeping to all grades of students, regardless of which other bookkeeping text may be employed."

\***Miner, G. W.** Bookkeeping, complete course. 1912 Ginn \$1.40  
A graded course with practice sets.

**Neal, E. V. and Craig, V. T.** Modern illustrative bookkeeping. 1911 Amer. bk. co. 85c  
A good book for beginners.

**Ney, F. J.** Bookkeeping simplified. 1911 Pitman \$1  
With exercises in partnership and department accounts, joint accounts, etc., together with a large collection of examination papers.

## ACCOUNTING

### THEORY

**Bentley, H. C.** Science of accounts. 1911. Ronald \$3  
An interesting feature of this work is the classification of accounts and their presentation in chart form.

\***Cole, W. M.** Accounts, their construction and interpretation, for business men and students of affairs. 1915 Houghton \$2.50  
Author is Associate Professor of Accounting in Harvard College. A thorough discussion of accounting principles. Practice problems, in addition to those in the text, may be purchased from the Harvard University press, Cambridge, Mass.

\***Esquerré, P. J.** The applied theory of accounts. 1914 Ronald \$3.50  
A standard book on the theory of accounting.

- \*Garrison, E. E.** Accounting every business man should know. 1909  
Doubleday \$1.20  
"Great length and much detail have been avoided; but the average mind with no previous knowledge of the science of accounting should get, from a careful reading, a clear conception of all the fundamental principles."
- Gilman, S.** Principles of accounting. 1916 La Salle \$3  
"Bases of accounting development of the special journals, the balance sheet, assets and their valuation, liabilities, proprietorship, partnership, corporations, reserve fund, depreciation, etc."
- \*Hatfield, H. R.** Modern accounting, its principles and some of its problems. 1909 Appleton \$1.75  
Generally acknowledged as the best presentation of the theory of accounting. Contains valuable reading lists at the close of each chapter.
- \*Paton, W. A.** Principles of accounting. 1918 Macmillan \$3.50  
"A clear and simple treatise on accounting, with an economic background. The business enterprise in its entirety is emphasized as the accounting unit of organization. There is also an excellent treatise on elementary bookkeeping."
- Racine, S. F.** Accounting principles. 1917 Western institute of accounting \$3  
A book written to bridge the distance between bookkeeping and advanced accounting.
- Sprague, C. E.** Philosophy of accounts. 1907 Ronald \$2  
The theory of accounting reduced to a science.
- PRACTICE AND PROBLEMS**
- Day, C. M.** Accounting practice. 1908 Appleton \$6  
A book which had its origin in notes made by the author while supervising the work of others.
- Dickinson, A. L.** Accounting practice and procedure. 1914 Ronald \$3  
"Deals with problems relating to income account and balance sheet, problems in cost accounting and the accountant's responsibility to the public."
- \*Kester, R. B.** Accounting theory and practice. 2 v 1918 Ronald \$4  
The standard book on accounting practice.
- Klein, J. J.** Elements of accounting; theory and practice. 1913 Appleton \$1.75  
Contains valuable supplementary exercises.
- Rittenhouse, C. F. and Clapp, P. F.** Accounting theory and practice. 1919 McGraw \$3  
Practical for students of advanced bookkeeping.
- \*Rittenhouse, C. F. and Clapp, P. F.** Exercises in accounting. 1917 Assoc. press  
Problems for accounting students. Pamphlets.

- Wildman, J. R.** Elementary accounting problems. 1914  
N. Y. univ. press \$3  
"The original specimen problems included, cover significant situations met with in ordinary accounting practice."

## SPECIAL TYPES

(Note: Books on Cost accounting and Factory accounts and cost keeping are listed under Factory organization and management. For accounting of special business see name of business under Retail Trade and special lines.

- Bennett, R. J.** Corporation accounting. 1916 Ronald \$3  
"Systematically presents the information that is needed to manage intelligently the special accounts peculiar to corporations so that they will meet with legal and accounting requirements."
- Eggleston, D. C.** Municipal accounting. 1914 Ronald \$4  
"The purpose of this book is to give the best modern practice in municipal accounting, to meet the needs of accountants employed in municipal work and generally the needs of all students of accounting who may be in search of a complete method of municipal reporting."
- Griffith, J. B.** Corporation accounts and voucher system. 1910  
Amer. school of correspondence \$1  
Principles of corporation organization and accounting with detailed illustrations. Especially adapted for self-instruction and home study.
- Keister, D. A.** Corporation accounting and auditing. 4th ed. 1905  
Burrows bro. \$4  
A standard book on corporation bookkeeping.
- Reynolds, W. B. and Thornton, F. W.** Duties of the junior accountant. 1918. Endowment fund of the Amer. inst. of accountants \$1  
For those commencing practical work in public accounting.
- Stockwell, H. G.** Net worth and balance sheet. 1912 Ronald \$1.50  
"The volume is confined almost entirely to the ordinary balance sheet of the merchant and manufacturer."

## AUDITING

- Castenholz, W.** Auditing procedure. 1918 La Salle \$3.50  
General principles rather than special problems.
- Montgomery, R. H.** Auditing theory and practice. 1916 Ronald \$5  
The standard work of auditing, covering all phases of American auditing practice and many financial questions.
- Racine, S. F.** Guide to the study of auditing. (Accounting students' series). 1914  
Western inst. of accountancy, commerce and finance \$1.25  
A text book, with problems for students.

Wildman, J. R. Principles of auditing. 1916

- N. Y. univ. book store \$2

The author, professor of accounting in New York University, says in his preface that the book is to help young men like one he knew who, employed by a firm of certified accountants but given no instruction and too proud to ask for it, suffered great humiliation when put in his first job out of the office because he did not know standard forms, although his work itself was good.

# FACTORY ORGANIZATION AND MANAGEMENT

## GENERAL

- \***Arnold, H. L.** Ford methods and the Ford shops. 1915 Eng. mag. \$5  
An analysis of the practical application of scientific principles in the Ford shops.
- \***Babcock, G. D.** The Taylor system in Franklin management, application and results. 1917 Eng. mag. \$3  
The Taylor system as actually employed in one big organization.
- Bloomfield, Meyer.** Management and men, a record of new steps in industrial relations. 1919 Century \$3.50  
"The book is a practical manual of the British joint industrial management, as a result of which British capital has already made strides in developing business and British labor is occupying a much higher position in industrial affairs than ever before."
- Day, C.** Industrial plants; their arrangement and construction. 1911 Eng. mag. \$3  
"A full description and analysis of the creative work of the industrial engineer. The most economic lay-out, plan and construction for a new industrial plant or for the rearrangement of an existing works."
- Dean, S.** Shop and foundry management. 1913 U. P. C. book co. \$3  
Written from the actual experience of a shop manager.
- Diemer, H.** Industrial organization and management. 1917 La Salle \$2  
"An intensely practical and detailed book."
- Jones, F. D. and Hammond, E. K.** Shop management and system. 1918 Industrial press \$2.50  
Discusses industrial organization, accounting systems, systematic records for tools; system for purchasing and assembling departments; and wage and drafting room systems, all in relation to effectiveness.
- \***Knoeppel, C. E.** Maximum production in machine-shop and foundry. 1911 Eng. mag. \$2.50  
"Written in the very atmosphere of the busy manufacturing plant."
- \***Library of factory management.** 6 v. 1915 Shaw \$18  
Contents—1: Buildings and upkeep. 2: Machinery and equipment. 3: Materials and supplies. 4: Labor. 5: Operation and costs. 6: Executive control.
- Price, G. M.** The modern factory. 1914 Wiley \$4  
Engineering and practical aspects of welfare work. Clearly written and illustrated.
- Stoddard, W. L.** Shop committee, a handbook for employer and employee. 1919 Macmillan \$1.25  
"Descriptions of characteristic plans (of shop committee management) for large, specialized and small industrial establishments are given concisely but fully."

- \***Taylor, F. W.** Shop management. 1911 McGraw \$1.50  
A book which shows the actual application of the Taylor system in a factory and has done much towards revolutionizing shop methods.

### INDUSTRIAL EFFICIENCY AND SCIENTIFIC MANAGEMENT

- \***Brisco, N. A.** Economics of efficiency. 1913 Macmillan \$1.50  
A book that can be used as a text book on the purposes of scientific management. Includes references at the end of each chapter.
- Church, A. H.** The science and practice of management. 1914 Eng. mag. \$2  
"Reviews and digests all the important theories and practices."
- Drury, H. B.** Scientific management. 2d ed. 1918 Longmans \$2.50
- Emerson, H.** Efficiency as a basis for operation and wages. 4th ed. 1914 Eng. mag. \$2  
A guide for increasing efficiency in organization, management and operation, under the individual-effort system. The methods advocated have more than proved their actual money value in many large manufacturing plants.
- Emerson, H.** The twelve principles of efficiency. 1912 Eng. mag. \$2  
Of these twelve principles, five concern relations between employer and employee, seven concern industrial methods. "Any industry, any establishment, any operation may be tested by these twelve principles and its inefficiency located and measured."
- Gantt, H. L.** Industrial leadership. 1916 Yale \$1  
Task and bonus systems.
- \***Gantt, H. L.** Work, wages, and profits; their influence on the cost of living. 1913 Eng. mag. \$2  
A classic on the human side of scientific management. His system of charts for each person's labor and for comparing present and past work, enable one to see, day by day, how economically the shop is being operated, more clearly than by cost sheets.
- \***Gilbreth, F. B. and Gilbreth, L. M.** Applied motion study. 1917 Sturgis \$1.50  
Both motion study and fatigue study rest upon "scientific investigation, that requires the special training of an expert, and laboratory methods and equipment; but there are elementary steps in studying elementary fatigue and unnecessary motion, that are so simple that anyone can understand them."
- \***Gilbreth, F. B. and Gilbreth, L. M.** Fatigue study, the elimination of humanity's greatest unnecessary waste. 1916 Sturgis \$1.50
- Gilbreth, F. B.** Primer of scientific management. 1912 Van Nostrand \$1  
An enthusiastic follower of the Taylor system, Mr. Gilbreth has specialized in the general field of scientific management, on the elimination of unnecessary waste and fatigue in the operation of human labor.

- Gilbreth, Mrs. L. M.** The psychology of management. 1914  
Sturgis \$2  
The psychological problems of the application of scientific management to industry.
- Hartness, J.** The human factor in works management. 1912  
McGraw \$1.50  
"Special emphasis is laid on the proper uses of the human being (in industry) especially as regards modes of employment of mind and body."
- Jones, E. D.** The administration of industrial enterprises, with special reference to factory practice. 1916 Longmans \$2  
"Throughout the book, two things have been held in mind, to trace the application of the scientific method in industry and to point out the efficiency and the charm of an economic policy based upon welfare and service." Excellent bibliographies at the close of each chapter.
- Jones, E. D.** Business administration, its models in war, statecraft and science. 1914 Eng. mag. \$2  
The working out of an interesting and plausible theory that the modern profession of scientific business management has much to learn from the careers of great generals, scientists and leaders of men.
- Kent, W.** Investigating an industry. 1914 Wiley \$1  
A scientific diagnosis of the diseases of management.
- Kimball, D. S.** Principles of industrial organization. 1913 McGraw \$2.50  
Written primarily to meet the needs of young engineers, the author's hope is that "the practicing engineer or manager who wishes to know something of the fundamental principles of organization, without regard to some special system of management, may also find it of interest."
- \*Knoeppel, C. E.** Installing efficiency methods. 1915 Eng. mag. \$3  
"Undertakes the exact description of practice, with the declaration of principles."
- \*Lee, F. S.** The human machine and industrial efficiency. 1918 Longmans \$1.10  
The author believes "that any activity in which the human body plays so large a part as it does in industry must be organized on a physical basis."
- McKillop, M. and McKillop, A. D.** Efficiency methods. 1917 Van Nostrand \$1.50  
A critical analysis of Gilbreth and Taylor ideas.
- Merrick, D. V.** Time studies as a basis for rate setting. 1919 Eng. mag.
- Shepard, G. H.** The application of efficiency principles. 1917 Eng. mag. \$3  
An endeavor "to strike a happy medium between the theoretical consideration of efficiency on the one hand and the specific application on the other."

- Smith, J. R.** The elements of industrial management. 1915  
Lippincott \$2  
"What does the manager of an enterprise do? chiefly, he makes designs." A book to teach him to understand his problems and to help him to make his designs.
- Steinmetz, C. P.** America and the new epoch. 1916 Harper \$1  
By a well known efficiency engineer.
- \***Taylor, F. W.** The principles of scientific management. 1911  
Harper \$1.50  
The fundamental work on the science of scientific industrial management.
- Thompson, C. B., ed.** Scientific management. 1914 Harvard \$4  
A collection of the more significant articles describing the Taylor system of management. "Bibliography of scientific management."
- \***Thompson, C. B.** The theory and practice of scientific management. 1917  
Houghton \$1.75  
History, methods and results, based upon an investigation of the Taylor system in over one hundred and forty industrial organizations.

#### EMPLOYMENT AND EMPLOYMENT MANAGEMENT

- American academy of political and social science, Phila.** Personnel and employment problems in industrial management. 1916  
Amer. acad. of pol. and soc. science \$1.50  
Selected articles by experts.—  
Pt. 1. The place of the human element in industrial management.  
Pt. 2. The functionalized employment department.  
Pt. 3. Unnecessary hiring and firing of employees.  
Pt. 4. The securing, selection and assigning of employees.  
Pt. 5. The employe at work.
- \***Blackford, Mrs. K. M.** The job, the man, the boss. Doubleday \$1.50  
Employing and placing men through character analysis by the observational method.
- Bolomfield, Daniel.** Employment management. 1919 Wilson \$1.80  
Contains an exhaustive bibliography of the subject.
- Collins, J. H.** Art of handling men. 1910 Altemus 50c  
Concrete illustrations of ways of maintaining workable relations between employer and employee.
- Colvin, J. H.** Labor turnover, loyalty and output. 1919  
McGraw \$1.50  
A new book on an old subject, which has, however, been brought into prominence during the period of the war.
- Goldmark, J. C.** Fatigue and efficiency. 1913 (Russell Sage Foundation) Survey associates \$2  
A standard work on relation between fatigue and good workmanship.
- \***Gowin, E. B.** The executive and his control of men. 1915  
Macmillan \$1.50  
Discussion of the development of personal efficiency.

- \***Gowin, E. B.** The selection and training of the business executive. 1918 Macmillan \$1.50  
Essential qualities; training and experience; method of selection and training; executive position; personal policy.
- Handling men.** 1917 Shaw \$1.35  
Selection and hiring; holding and training; profit sharing.
- Henderschott, F. C. and Weakly, F. E.** The employment department and employee relations. 1918 La Salle  
One of a series of lectures in a systematic course. A sixty page pamphlet.
- \***Kelly, R. W.** Hiring the worker. 1918 (Industrial management library) Eng. mag. \$3  
A thorough survey of the problems that confront the employment manager.
- Link, H. C.** Employment psychology. 1919 Macmillan \$2.50  
An application of various psychological tests to the selection of factory and business employees, by a psychologist of the Thorndike school.
- Kemble, W. F.** Choosing employees by mental and physical tests. 1917 Eng. mag. \$3  
Psychology and physiology as aids in employing workers.
- Slichter, S. H.** Turnover of factory labor. 1919 Appieton \$3  
An analysis of the problems of labor turnover.
- Worman, H. A.** Building up the force. 1913 Shaw \$2  
How to get help, handle the applicants, and fit men into the organization; how a factory weeded out a hundred men—yet scored an output record; fifteen tested ways to secure laborers, helpers and skilled workmen.

### FACTORY ACCOUNTS

- Arnold, H. L.** The complete cost-keeper. 1903 Eng. mag. \$5  
"Designed . . . to give any manager, although not himself an accountant, the knowledge needful to an intelligent comparison between his own methods and cost-keeping methods in general."
- Arnold, H. L.** The factory manager and accountant. 1903 Eng. mag. \$5  
Some examples of the latest American factory practice.
- \***Basset, W. R.** Accounting as an aid to business profits. 1918 Shaw \$5  
Admirable suggestions for systematizing the apportioning of costs. Contains a chart showing the basic methods for linking factory costs with general books.
- Baillet, H. F.** Overhead expense and percentage methods. 1915 Williams \$1  
A lecture on the cost of doing business, explaining how to find it and what to do with it when found. With practical examples of its use taken from actual business experiences.

- Baugh, F. H.** Principles and practice of cost accounting. 1915  
Baugh \$3  
"Cost finding is best considered from the viewpoint of method of manufacture and not from the idea of a set system."
- Bunnell, S. H.** Cost-keeping for manufacturing plants. 1911  
Appleton \$3  
The author writes from a long experience as works manager for several large plants.
- \*Church, A. H.** Manufacturing costs and accounts. 1917 McGraw \$5  
Full descriptive matter and diagrams.
- Church, A. H.** Production factors in cost accounting and works management. 1910  
Eng. mag. \$2  
"He proposes to avoid the present methods of averaging and distributing expense by a percentage, and instead of this to separate from the outset, all important factors of production and reduce them to unit charges."
- Church, A. H.** The proper distribution of expense burden. 1908  
Eng. mag. \$1  
A simple but thorough analysis of the distribution of general expense.
- Cole, W. M.** Cost accounting for institutions. 1913 Ronald \$2.50  
Discussion of general principles with application, as far as possible, to specific types of institutions.
- Eggleston, D. C.** Problems in cost accounting. 1918 Appleton \$2.50  
A text book for students of cost accounting, based on problems solved by author's classes in the college of the city of New York.
- Elbourne, E. T.** Factory administration and accounts. 1914  
Longmans \$10  
A book of reference with tables and specimen forms, for managers, engineers and accountants.
- Evans, H. A.** Cost keeping and scientific management. 1911  
McGraw \$3  
A first step towards scientific management.
- Ferguson, W. B.** Estimating the cost of work. 1915 Eng. mag. \$1  
"With special reference to unstandardized operations, as in jobbing shops or repair work."
- \*Ficker, N. T.** Shop expense analysis and control. 1917  
Eng. mag. \$3  
A standard reference work on the most difficult phase of cost finding.
- \*Franklin, B. A.** Cost reports for executives as a means of plant control. 1913  
Eng. mag. \$5  
"The cost report system here described will show not only what has been accomplished but what ought to have been accomplished and what must be accomplished in the future."

- \*Kent, W.** Bookkeeping and cost accounting for factories. 1918  
Wiley \$4  
Author has been bookkeeper, accountant, engineer and works manager.
- \*Lewis, E. S.** Efficient cost keeping. 1914 Burroughs  
Cost keeping short cuts. "Some books worth reading." p. 246-250.
- Moxey, E. P.** Principles of factory cost keeping. 1913 Ronald \$1  
A study of the essentials of cost keeping and their relative importance.
- \*Nicholson, J. L. and Rohrback, J. F. D.** Cost accounting. 1919  
Ronald \$5  
Most adequate and logically arranged book on general cost keeping.
- Nicholson, K. L.** Nicholson on factory organization and costs. 1911  
Kohl tech. pub. co. \$5.50  
Consists principally of forms and their description, with very little analysis of the fundamental principles.
- Parkhurst, F. A.** The predetermination of true costs and relatively true selling prices. 1916 Wiley \$1.25  
Analyzes the fundamentals necessary to determining costs, i. e., reliable sources of information.
- Scovell, C. H.** Cost accounting and burden application. 1916  
Appleton \$2  
"A statement of principles which should be observed by every manufacturer in analyzing and compiling the cost of doing business."
- \*Thompson, C. B.** How to find factory costs. 1916 Shaw \$3  
The book is planned to be broad enough to apply to all kinds of industries. It is intended to be detailed enough to be useful to the accountant and at the same time to include the relation of cost statistics to the entire effectiveness of operation so as to be most useful to the factory head."
- Webner, F. E.** Factory accounting. 1917 La Salle \$3.30  
Detailed explanation, supplemented by charts and forms of methods of classifying, estimating and recording costs of material, labor and expense.
- Webner, F. E.** Factory costs. 1911 Ronald \$6  
Gives in detail the results of the author's own labor in working out accounting methods for manufacturing concerns.
- Woods, C. E.** Unified accounting methods for industrials. 1917  
Ronald \$5  
The industrial manager's monthly balance sheet is taken up in the early part of the book and analyzed from various points of view before the items which compose it are discussed.



# OFFICE PRACTICE

## GENERAL

- \***Barrett, H. J.** Modern methods in the office. 1918 Harper \$2  
From messenger to manager, the writer has sought to touch upon the needs of every one in the office. Stenographers and typists will find a score of chapters devoted to their interests.
- Byles, R. B.** The card index system. 1911 Pitman 50c  
An English text, well illustrated from the catalogues of various makers of office furniture devised for system and efficiency.
- Cahill, M. F. and Ruggeri, C.** Office practice. 1917 Macmillan 90c  
Intended primarily for the high school student but full of sound instruction and wise suggestions for the young office clerk.
- Cody, S.** Commercial tests and how to use them. 1919 World book co. 99c  
Latest work on tests for spelling, grammar, typing, etc.
- Cope, E. A.** Filing system. 1913 Pitman \$1  
Detailed instructions and illustrations.
- Cramer, J. A.** The filing department. 1917 Bankers pub. co. \$1  
Particularly designed as a guide to the filing of bank correspondence.
- Dewey, M.** Office efficiency. 1912 M. Dewey 15c  
"Reprint from the business insurance."
- Dicksee, L. R.** Office machinery. 1917 Gee 6/  
Development of the necessity for the use of office machinery in efficient office practice.
- Galloway, L.** Office management. 1918 Ronald \$6  
"Upon the office manager falls the task of rendering that indescribable service which flows from an organization where all the activities function smoothly—with speed, accuracy and dependableness.
- \***Hudders, E. R.** Indexing and filing. 1916. Ronald \$3  
A standard book on the use of indexes and files in offices.
- Leffingwell, W. H.** Scientific office management. 1917 Shaw \$10  
A report on the results of applications of the Taylor system of scientific management to offices, supplemented with a discussion of how to obtain the most important of these results.
- \***Leffingwell, W. H. ed.** Making the office pay. 1918 Shaw \$4  
Tested office plans, methods, and systems that make for better results for every day routine, secured from the hundreds of men who are using them to increase profits by cutting costs.
- Macey co.** First principles of filing systems. 1918 Macey co. 25c  
Compiled originally for the salesmen of the Macey office furniture but now in constant demand by office managers and instructors in business courses.

- \*Owen, M. B.** Secret of typewriting speed. 1917 Forbes \$1  
The world's champion typist explains how she did it.
- Parsons, C. C.** Office organization and management. 1917 La Salle \$2.50  
A thorough survey of office routine, supplemented with plans and diagrams.
- Purinton, E. E.** Personal efficiency in business. 1919 McBride \$1.50  
Chapters on disorder vs. red tape, the clean desk, etc.
- \*Rose, R. F.** How to become a private secretary. 1917 Funk \$2.50  
Analyzes the basis qualifications for success as a secretary.
- \*Schulze, J. W.** Office administration. 1919 McGraw \$3  
The standard book on American office practice, thorough and well arranged.
- \*SoRelle, R. P.** Office training for stenographers. 1911 Gregg \$1.25  
"Gives the knowledge that employers call experience."
- Spencer, E. L.** Efficient secretary. 1916 Stokes \$1  
Practical suggestions to stenographers and others ambitious to qualify as secretaries.
- Wigent, W. D.** Modern filing. 1916 Yawman & Erbe \$1  
Designed as a text book in office system for commercial schools.

### BUSINESS LETTERS

- Automatic letter writer.** 1914 Shaw \$3  
Gives many form paragraphs.
- Cody, S.** How to do business by letter; short English course edition. 1913 School of English \$2  
By a well known authority on letter writing.
- Dwyer, I. E.** The business letter. 1914 Houghton \$1.25  
Facsimile reproductions and illustrations. Arranged as a text book with exercises for students.
- \*Gardner, E. H.** Effective business letters. 1915 Ronald \$2  
Covers orders, acknowledgments and adjustments, credits, collections and sales letters. Shows how to grasp the business facts involved and work out the right letters by paragraphs, sentence and individual words.
- \*Lawrence, H. C.** Making him buy. 1910 Consolidated pub. co. \$2  
The selling end of it.
- \*Lawrence, H. C.** Making him pay. 1908 Consolidated pub. co. \$2  
Exemplifying the evolution of conciliation.
- \*Lawrence, H. C.** Turning him down. 1908 Consolidated pub. co. \$2  
Credit letters pertaining to declined orders.
- Lewis, E. H.** Business English. 1916 La Salle \$1.40  
The first essential of a good letter is good English.

- Lytle, J. H.** Letters that land orders. 1914 Ronald \$1
- MacClintock, P. L.** The essentials of business English. 1914  
Text book for commercial students. La Salle \$1
- Opdycke, J. B.** Commercial letters. 1918 Holt \$1.50  
Facsimile of and directions for writing every kind of business letter.
- \***Poole, G. W. and Buzzell, J. J.** Letters that make good, a desk book for business men. 1915 Amer. bus. bk. co. \$5  
Specimen letters autographed from typewritten copy.
- \***Sales promotion by mail.** 1915 Putnam \$2  
Letters for the salesman.
- Shryer, W. A.** Collecting by letter. 1913  
Bus. serv. corp. \$3  
Letters for the credit man which will collect outstanding accounts.
- Wiers, C. R.** How to write a business letter. 1915 C. R. Wiers \$1  
Half the book is instructive and half consists of specimen letters.

## STATISTICS AND GRAPHS

- Bailey, W. B. and Cummings, J.** Statistics. 1917 McClurg 60c  
"The value of a knowledge of statistics grows every day in the fields of business government and social work."
- Bowley, A. L.** Elementary manual of statistics. 1914 Scribner \$2  
An English book, a guide for business and professional men who use statistics in their affairs, and a text book for teachers of the subject.
- \***Brinton, W. C.** Graphic methods for presenting facts. 1914  
Eng. mag. \$4  
How to make graphs.
- Copeland, M. T. ed.** Business statistics. 1917 Harvard \$3.75  
"Business statistics are numerical statements of facts, exclusive of financial accounts, which are used in business administration."
- Gilman, S.** Graphic charts for the business man. 1917 La Salle  
Facsimiles of the kind of graphs useful to accountants, production managers, sales managers, advertising men, and general business executives. Paper.
- King, W. I.** Elements of statistical methods. 1912  
Macmillan \$1.50  
"While it is intended primarily for the use of those interested in sociology, political economy, or administration, the general principles set forth are applicable to every variety of statistical data."
- Peddle, J. B.** Construction of graphical charts. 1910 McGraw \$1.50  
For the engineer rather than the accountant or executive.
- Secrist, H.** Introduction of statistical methods. 1918  
Macmillan \$2  
A text book for college students, a manual for statisticians and business executives.



# ADVERTISING

## PSYCHOLOGY, PHILOSOPHY AND THEORY

- Adams, H. F.** Advertising and its mental laws. 1916  
Macmillan \$1.50  
Basic facts and principles of psychology as related to advertising.
- Dockrell, T. E.** Law of mental domination applied to selling and advertising. 1914  
Com'l pub. co. \$1
- French, G.** Advertising. 1915  
Ronald \$2  
A book of inspiration for those with great expectations for the future of advertising. Recognizing advertising as already one of the great social forces, the author looks forward to its becoming a great beneficent force in modern life.
- \*Hess, H. W.** Productive advertising. 1915  
Lippincott \$2.50  
For students, including "psychology of advertising, typography of advertising, economic implications of advertising, and a certain philosophic interpretation of all the principles involved," with emphasis throughout on the relation between the theory and the practice of advertising.
- Higham, C. F.** Scientific distribution. 1918  
Knopf \$1.50  
The author, an Englishman who introduced American advertising methods into England, reviews the history of advertising and prophesies a future distribution of ideas as well as commodities through publicity methods.
- \*Hollingworth, H. L.** Advertising and selling. 1913  
Appleton \$2  
"Shows how the three successive steps in advertising and selling, viz., securing the attentions, holding the interest, and provoking the response, may be brought to the highest point of efficiency. The results of hundreds of tests and experiments are given, and all of the accepted facts, laws and methods are analyzed, charted and rendered serviceable to the advertising men."
- \*Mahin, J. L.** Advertising, selling the consumer. 1916  
Doubleday \$2  
Emphasizes the "group spirit,"—how advertising influences human beings through groups.
- \*Scott, W. D.** The psychology of advertising. 1908  
Small \$2  
This and the following book by the same author, the first books to present psychology to the business man in usable form, remain standards in that field
- \*Scott, W. D.** The theory of advertising. 1903  
Small \$2  
A simple exposition of the principles of psychology in their relation to successful advertising, with many illustrations.

## BUSINESS METHODS

- Bunting, H. S.** The elementary laws of advertising. 1914  
Novelty news \$1  
Constructive analysis of the facts of successful advertising with emphasis on the economic and mathematical side of the subject rather than on the psychological aspect.

- \*Calkins, E. E.** The business of advertising. 1915      Appleton    \$2  
Discusses "in narrative style what is done from the beginning to end of an advertising campaign." Good illustrations.
- Chasnoff, J. E.** Selling newspaper space. 1913      Ronald    \$1.40  
For the space salesman, showing him how to analyze his field and build up his selling possibilities on a sound foundation. Also discusses newspaper ad-writing.
- Cherington, P. T.** Advertising as a business force. 1913  
Doubleday    \$2  
A compilation of experience records showing the problems of advertising and their relation to all branches of industry.
- \*Cherington, P. T.** The advertising book. 1916      Doubleday    \$2  
A book embodying the highest ideals for the future of advertising.
- DeWeese, T. A.** The principles of practical publicity. 1915  
Jacobs    \$2  
The author, a man who has expended a quarter of a million dollars a year in advertising one commodity, regards advertising as a commodity itself rather than a profession or an art.

### TECHNIQUE

- \*Farrar, G. P.** The typography of advertisements that pay. 1917  
Appleton    \$2.25  
For advertising man and printer alike, to create a better understanding between the writers of advertisements and those who set them up in type. Printing and kindred arts have not, in the author's opinion, kept pace with the growth of advertising.
- \*French, G.** How to advertise. 1917      Doubleday    \$2  
"Attention value" and how to get it is the theme of the book,—the thing which makes an advertisement attractive to the eye of the average person.
- \*Hall, S. R.** Writing an advertisement. 1915      Houghton    \$1  
The author, answering in the first person the question "How do you go about writing an advertisement" tells simply and clearly what he has found to be the important points in preparing advertising copy.
- Parsons, F. A.** The principles of advertising arrangement. 1912  
Prang    \$2  
Particularly good in its discussion of the fundamentals of laying out advertisements, including decoration and color.
- Sherbow, B.** Making type work. 1916      Century    \$1.25  
A book on type arrangement, divided into three separate themes; Advertising print must command attention; Advertising must get itself read; Advertising print must get itself understood.
- Shryer, W. A.** Analytical advertising. 1912  
Bus. serv. corp.    \$3  
An interesting feature of this book on the theory of advertising is the showing of the relative merit of different copy with actual results and cost per inquiry.

- \*Starch, D.** Advertising, its principles, practice and technique. 1914  
 Scott \$1.25  
 Recommended as a "first book" for students and an introductory  
 handbook for business men.

- \*Tipper, H. and others.** Advertising, its principles and practice. 2d  
 ed. 1919  
 Ronald \$6

Written to supplement a lack the four authors felt in suitable tests  
 on advertising. "The distinctive feature of the book is its attempt to  
 combine all the various arts and sciences that enter into the work of  
 advertising and to give the fundamentals of each in reference to all  
 the others."

- Tregurtha, C. M.** Craft of silent salesmanship. 1917 Pitman \$1.35  
 A comprehensive guide to advertisement construction.

### SPECIAL FORMS AND METHODS

- \*Clifford, W. G.** Building your business by mail. 1914  
 Business research pub. \$2  
 A guide to direct advertising.

- Dench, E. A.** Advertising by motion pictures. 1916  
 Standard pub. co. \$1.50  
 Written to remedy the lack of knowledge about a new publicity  
 medium with enormous possibilities.

- Opdycke, J. B.** Advertising and selling practice. 1918 Shaw \$1.25  
 A general discussion of advertising fundamentals with special analy-  
 sis of "under-the-surface" phase of advertising.

- Wilson, G. F.** The house organ. 1915 Washington Park pub co. \$3  
 Gives in detail the steps in the production and distribution of this  
 valuable aid to both advertising and selling, the house organ. The  
 first and only book on the subject.

- Wasson, G. G.** How to compile a catalogue. 1915 Wasson  
 Based on the author's own experience in constructing a large cata-  
 logue.



# SALESMANSHIP

## PSYCHOLOGY AND THEORY

- Atkinson, W. W. Psychology of salesmanship. 1912 Towne \$1  
"From first to last salesmanship is a psychological subject. Every step in the process of a sale is a mental process."
- \*Brisco, N. A. Fundamentals of salesmanship. 1916 Appleton \$1.50  
An exposition of the underlying principles of salesmanship that is often used as a text book in salesmanship classes.
- Farrington, F. Successful salesman. 1919 Laird \$1  
A popular writer on salesmanship.
- \*Hoover, S. R. The science and art of salesmanship. 1916 Macmillan 75c  
A text book in Macmillan's commercial series, presenting the basic principles of salesmanship clearly and simply.
- System. The knack of selling. 6v. 1913 Shaw \$1.35  
Always popular little books, with big ideas in easily digested form.
- \*Whitehead, H. Principles of salesmanship. 1917 Ronald \$2.50  
Provides a thorough analysis and guide to study and development for the men who are already in the selling game.

## SALES MANAGEMENT

- Hoyt, C. W. Scientific sales management. 1913 Woolson \$2  
For the sales manager. Modern scientific management principles of Taylor, Emerson, etc., applied to the province of sales management. Such subjects as Cooperation with salesmen, Salesman's cooperation with advertising, Standardization of sales arguments, Salesman's contests, and others equally stimulating are analyzed.
- Lyons, A. E. Speed talks. 1910 Sheldon univ. press \$1  
A demonstration of how to get the most out of cooperation between the advertising and selling department.
- Maxwell, W. M. Training of a salesman. 1919 Lippincott \$1

## SPECIAL TYPES OF SELLING

- Aughinbaugh, W. E. Selling Latin America. 1915 Small \$2  
"A problem in international salesmanship; what to sell and how to sell it."
- Barrett, H. J. How to sell goods. 1918 Harper \$1.50  
Particularly for the traveling salesman.
- Fowler, N. C. Practical salesmanship. 1911 Little \$1  
A book of many brief concise chapters, each dealing with a definite problem, principle or practice of salesmanship.
- Leichter, E. Successful selling. 1914 Funk 50c  
Practical points, well brought out, that make for success in selling.

- Maxwell, W. M.** Salesmanship. 1914 Houghton \$1  
Clever talks on pertinent problems that arise in both retail and wholesale selling.
- Opdycke, J. G.** Advertising and selling practice. 1918 Shaw \$1.25  
A book which illustrates how closely interwoven are the two processes, advertising and selling.
- Roche, Mrs. R. A.** Salesmanship for women. 1914 Ronald \$1  
The author's text: "Men are verily creatures of liberty, while women are hampered by hide bound conventionalities."
- Sales promotion by mail.** 1916 Putnam \$2  
In the mailing departments where all forces meet,—advertising, promotion, selling, collecting,—not the least is selling by mail.

### TECHNIQUE

- Aspley, J. C.** Salesman's correspondence manual. 1917 Dartnell \$1  
A useful handbook for salesman. Gives models of salesmen's letters and reports.
- International correspondence schools.** The salesmans' handbook. 1913 Int. text bk. co. \$1.50  
A convenient pocket-size book of reference. In addition to a large amount of information valuable to the salesman, it contains sections on "Correct and faulty diction" and "Words commonly mispronounced."

# RETAIL TRADE AND SPECIAL LINES

## GENERAL

**\*Beebe, D. E.** Retail credits and collections. 1919 Harper \$1.50  
A volume in Harper's retail business series, written from the point of view of the ordinary retailer who wants to handle his credits and collection department systematically and yet with the least possible amount of time-consuming system.

**Beimfohr, E. W.** Retailed plans and instructions for organizing and operating a co-operative delivery system. 1917 Beimfohr \$10  
Takes up each step; formation of company, schedule, manager, equipment, central station, routes or districts, charges for delivery, instructions to employees, collection of goods.

**Butler bros.** Success in retailing. 1914 Butler  
"A sincere endeavor to tell the man with small capital how to succeed in retailing."

**\*Corbion, W. A.** The principles of salesmanship, department and system. 1907 Jacobs \$1  
A text book for department store service, designed as a manual for use in the class room, for home study, and for reference.

**Department store merchandise manuals.** 5v. 1917 Ronald \$1.25  
v. 1 Jewelry. v. 4 Cotton and linen.  
v. 2 Leather goods. v. 5 Notions.  
v. 3 Stationery

**Edgar, A. E.** How to advertise a retail store. 4th ed. 1913 Advertising world \$3.50  
Including mail order advertising and general advertising; a complete and comprehensive manual for promoting publicity. Thoroughly illustrated.

**Farrington, F.** Retail advertising—complete. 1910 Baker \$1  
Includes newspaper advertising, ads. by mail, window trimming, novelties, outdoor and indoor ads. Special sales and mail orders.

**\*Farrington, F.** Selling suggestions 2v. 1913 Ronald \$2  
Book 1. The storekeeper and his store. Book 2. Efficiency in the business.

**\*Field, C. C.** Retail buying. 1917 Harper \$1.25  
A volume in Harper's retail business series. An exposition of methods already in actual practice.

**\*Fisk, J. W.** Retail selling. 1916 Harper \$1  
Another volume in Harper's retail business series. Explains "how to determine selling opportunities and problems and how to organize and train salesmen in a retail store."

**Hall, S. R.** Short talks on retail selling. 2d ed. 1915 Funk 75c

**Hotchkin, W. R.** Making more money in storekeeping. 1917 Ronald \$3  
Based on the author's experience, in the Wanamaker and Gimbel stores in New York.

- Hotchkin, W. R.** The manual of successful storekeeping. 1915  
Doubleday \$10  
"A book planned to stand the wear and tear of hard every day use on desk and counter of busy merchants and their managers."
- Knox school of salesmanship and business efficiency.** 1917  
Knox school \$2.75  
Outlines of methods of business strategy and business management.
- MacDonald, J. A.** Successful retail advertising. rev. ed. 1913  
Dry goods reporter \$2  
Well illustrated and indexed for ready reference.
- Making your store work for you.** 1917 Shaw \$3  
Location, lighting, fixtures, window displays, advertising, selling.
- Mealand, A. J.** Effective store-advertising. 1914 Mealand 85c  
A consideration of the subject from the standpoint of the public; those whom all merchants are continually trying to reach and influence.
- \*Nystrom, P. H.** The economics of retailing. 1915 Ronald \$2.50  
Does not tell how to get rich quick at retailing—it describes the retail business as it is and points out lines of progress.
- \*Nystrom, P. H.** Retail selling and store management. 1914  
Appleton \$1.50  
Primarily a text book, treating of all of the more important activities of a typical retail establishment.
- O'Leary, I. P.** Department store occupations. 1916  
Cleveland foundation 25c  
A volume in the Cleveland educational survey report. An analysis of occupations in retail stores for use in vocational guidance work in the schools but valuable to any student of the processes of retailing.
- Sammons, W.** Keeping up with rising costs. 1915 Shaw \$2  
Higher costs and how to meet them; what it costs to sell things; what it costs to keep store; making money on higher costs.

## SPECIAL LINES

### AUTOMOBILE INDUSTRY

- Barber, H. L.** Story of the automobile. 1917 Munson \$1.50  
The history and development from 1760 to 1917, with an analysis of the standing and prospects of the automobile industry.
- \*How to run a retail automobile business at a profit.** 1918  
Shaw \$1.50  
Plans and methods for cutting down expense and increasing sales—cost figures that help point out chances to make better profits.
- International correspondence schools.** The automobile handbook.  
2d ed. 1917 Int. text bk. co. \$1.25  
A convenient reference book for automobile owners, chauffeurs, automobile repairmen, garage owners, automobile salesmen.
- \*McDonald, O. R.** My way of running a garage business. 1917  
National ass'n of automobile accessory jobbers  
A small book on a subject that grows bigger and more complicated every day.

- \***Newmark, J. H.** Automobile business. 1915      Auto pub. co. \$2  
A guide, helpful, inspirational and suggestive.
- \***Newmark, J. H.** Automobile salesmanship. 1915      Auto pub. co. \$1.50  
The principles of salesmanship applied to the selling of automobiles.
- \***Norton, S. V.** The motor truck as an aid to business profits. 1918  
Shaw \$7.50  
An invaluable aid to the salesman of motor trucks—a collection of tested plans used by truck owners.
- Wyatt, H. M.** The motor industry. 1918      Pitman 85c  
Its growth, its method, its prospects, and its products; with an indication of the uses to which motor vehicles of all kinds are, or could be, advantageously applied.

## CONTRACTORS' OPERATIONS

- Hauer, D. J.** Economics of contracting. 1911      Baumgartner \$2.50
- Lord, F. W.** Ethics of contracting and the stabilizing of profits. 1918  
Doubleday \$1
- Mead, D. W.** Contracts, specifications and engineering relations.  
1916      McGraw \$3
- Walker, F. R.** Practical cost keeping for contractors. 1916  
Walker \$2

## DRUG STORES

- \***Farrington, F.** Making a drug store pay. 1914      Ronald \$2
- Farrington, F.** Retail advertising for druggists and stationers. 1901  
Baker \$1
- Mason, H. B. ed.** Window displays for druggists. 3d ed. 1915  
Swift \$1

## ELECTRIC LIGHTING

- Edwards, H. M.** Electric light accounts and their significance. 1914  
McGraw \$2

## ESTATE ADMINISTRATION

- Baugh, F. H. and Schmeisser, W. C.** Theory and practice of estate accounting for accountants, lawyers, executors, administrators and trustees. 1910  
Curlander \$4
- Hill, F. T.** The care of estates. 1901      Baker \$1.20  
Practical questions and plain answers concerning the everyday duties, rights and liabilities of executors, administrators, trustees and guardians.

## GROCERY BUSINESS

- Beeching, C. L. T.** Grocery business organization and management.  
1911      Pitman \$2

- Reese, J. A. Grocery trade, its history and romance. 2v. 1910  
Duckworth £1-11/  
\*Ward, A. Grocer's encyclopedia. 1911 Ward \$10

## HARDWARE BUSINESS

- Soule, R. F. ed. Hardware window advertising. 1914 Williams \$2.50

## ICE BUSINESS

- Bluim, J. M. Accounting system of an ice company. 1912  
Bluim \$10

## JEWELRY BUSINESS

- Wade, F. B. A text book of precious stones for jewelers and the  
gem-loving public. 1918 Putnam \$2

## JOURNALISM

- Bing, P. C. The country weekly. 1917 Appleton \$2  
A manual for the rural journalist and for the students of the country  
field.  
\*Bleyer, W. G. Newspaper writing and editing. 1913 Houghton \$1.65  
Fundamental principles of newspaper writing.  
\*Harrington, H. F. Essentials in journalism. 1912 Ginn \$1.75  
A manual in newspaper making for college classes.  
\*Hyde, G. M. Newspaper editing. 1915 Appleton \$1.50  
A text book for the assistance of young newspaper workers learning  
the technique of their craft and for use in schools of journalism.  
\*Hyde, G. M. Newspaper reporting and correspondence. 1912  
Appleton \$1.50  
For the prospective reporter to instruct him how to gather news and  
how to write it so that only a minimum of editing will be necessary.  
Lee, J. M. History of American journalism. 1917 Houghton \$3.50  
A comprehensive study by the director of the Department of jour-  
nalism of New York University.  
Rogers, J. Newspaper building. 1918 Harper \$5  
Application of efficiency to editing, to mechanical production, to cir-  
culation and advertising, with cost finding methods, office forms and  
systems.  
\*Scott, W. R. Scientific circulation management for newspapers. 1915  
Ronald \$2  
The only book which takes up this subject at such length.  
\*Seitz, D. C. Training for the newspaper trade. 1916  
Lippincott \$1.25  
The business manager of a large New York daily tells of present  
day requisites of the newspaper trade.  
Shuman, E. L. Practical journalism. 1903 Appleton \$1.25  
Discusses the many special features that enter into the preparation  
and manufacture of a modern newspaper.

- Spencer, M. L. News writing, the gathering, handling and writing of news stories. 1917 Heath \$1.25  
Particularly for the reporter.

## LETTERING AND SHOW CARD WRITING

- \*Atkinson, F. H. "Show at" sho' cards. 1913 Drake \$3  
An old standby.
- Bissell, J. G. Instructions on modern show card writing. 1913 Bissell 50c  
Practical instructions on show card writing with the brush and pen—covering all the modern methods in the elementary rudiments of this art—with appropriate illustrations and modern show card alphabets.
- Faust, C. A. Faust's complete card writer. 1911 Dry goods reporter \$1.25  
Contains many examples of the work of well known card writers.
- French, T. E. The essentials of lettering. 1912 McGraw \$1  
Designed as a general text book for students and designers.
- \*Gordon, W. H. Lettering for commercial purposes. The Signs of the Times \$3  
The text is simple, practical "shop talk"—the examples are practical and possible pieces of every day work.
- \*Thompson, W. A. Modern show card lettering, designs and advertising phases. 1906 Thompson \$1  
Contains graded copies and instruction designed for practical business purposes.

## LUMBER INDUSTRY

- Binstead, H. E. Furniture. 1919 Pitman \$1
- Jones, A. F. Lumber manufacturing accounts. 1914. Ronald \$2
- Southern pine association. Selling lumber. 1916 Southern pine ass'n \$2.50
- Timken, F. H. Accounting in the furniture and wood-working industries. 1915 Trade Per. co. \$2.50

## MAIL ORDER BUSINESS

- \*Barroll, E. C. Making money in the mail order mint. 1915 Rollins \$1
- Sullivan, T. J. Merchants and manufacturers on trial. 1914 Sullivan \$5
- Swett, A. E. Principle of the mail order business. 6th ed. 1900 Swett

## MINE OPERATION

- Charlton, W. H. American mine accounting. 1913 McGraw \$5
- Hoover, H. C. Principles of mining. 1909 McGraw \$2.50

- Hoskins, A. J. Business of mining, a brief non-technical exposition of the principles involved in the profitable operation of mines. 1912 Lippincott \$1.50

## PRINTING TRADE

- Basford, A. M. How to advertise printing. 1915 Oswald \$1.50  
 Basford, A. M. How to sell printing. 1916 Oswald \$1.50  
 Francis, C. Printing for profit. 1917 Bobbs \$3

## PRODUCE TRADE

- Nourse, E. C. The Chicago produce market. 1918 Houghton \$2.25

## PROOFREADING

- \*Manual of style. 5th ed. Univ. of Chic. press \$1.50  
 Smith, A. M. Proofreading and punctuation. 4th ed. 1915 Smith \$1

## REAL ESTATE

- Bernard, A. D. Some principles and problems of real estate valuation. 1913 U. S. fidelity and guarantee co.  
 \*Bolton, R. P. Building for profit. 1911 De Vinne \$2  
 "The interrelated questions of the proportion of the building and values of real estate improved thereby."  
 Britigan, W. H. ed. Practical real estate methods for broker, operator and owner. 1909 N. Y. West Side Y.M.C.A. \$2  
 Thirty experts on how to buy, sell, lease, manage, appraise, improve and finance real estate.  
 Byram, L. L. Turning real estate into cash. 1915 Byram \$1  
 Concrete examples of success in real estate selling.  
 Carney, W. A. How to buy and sell real estate at a profit. 1905 Carney \$2  
 Fuess, C. J. How to sell property. 1914 York \$1  
 A popular treatise and guide for real estate owners who desire to sell their property.  
 \*Gahagen, W. R. How to conduct the real estate, insurance and general brokerage business. 1916 Realty book co. \$1.25  
 Contains chapters on real estate and personal property; estates; landlord and tenant; real estate titles and rights of property holders.  
 Gross, F. L. Law of real estate brokers. 1917 Ronald \$4  
 \*Jackman, W. J. Real estate management and transfer. Whitman \$3  
 Contains a list of "authorities consulted."  
 Melberg P. L. How to sell real estate. 1916 Realty book co. \$2.50

**Morris, L. R.** Instruction in real estate and fire insurance. 1906  
Morris \$5

A reference book for the real estate broker.

**\*Mucklow, W.** Real estate accounts. 1917 Ronald \$4  
Treating of the proper classification, construction and operation of  
accounts for the real estate business, including forms.

**Orr, E. G. comp.** The real estate broker's cyclopedia. 1911  
Stewart & Kidd \$3.50  
A compilation of selling plans, advertising phrases, practical meth-  
ods, general information.

**\*Ostrander, W. M.** The Simple plans for selling real estate. 1917  
N. Y. Simplex service co. \$5  
Eight unbound parts, with separate title pages, in loose cover in  
slide-case. A successful system for finding buyers for farms, resi-  
dences and building lots, no matter where they are located.

#### SHOE TRADE

**Allen, F. J.** Shoe industry. 1916 Voc. bur. \$1.25

**Burt, E. W.** The shoe craft. 1917 The Everett press \$1.25

**Garrison, C. L.** How to conduct a successful shoe store. 1908  
Boot & Shoe recorder \$1

**Plucknett, E.** Introduction to the theory and practice of boot and  
shoe manufacturer. 1916 Longmans \$2

#### TEXTILE INDUSTRIES

**Bigwood, G.** Cotton. 1919 Holt \$1.60

**Cherington, P. T.** The wool industry. 1916 Shaw \$2.50  
Commercial problems of the American woolen and worsted manu-  
facture.

**Nystrom, P. H.** Textiles. 1916 Appleton \$1.50  
A standard work.

**Omerod, F.** Wool. 1919 Holt \$1.60

#### WINDOW TRIMMINGS

**Byxbee publishing company.** One hundred easy window trims. 1913  
Byxbee pub. co. \$1  
How to make store windows more profitable.

**\*Cowan, G. J. and Bates, W. H.** Window backgrounds. 1912  
Dry goods reporter \$1.50  
A collection of drawings and descriptions of store window back-  
grounds.

**\*Cowan, G. J. comp.** The Koester school book of drapes. 1913  
Dry goods reporter \$3  
A complete text book and course of instruction in merchandise drap-  
ing.

- \*Godinez, F. L. Display window lighting, the city beautiful. 1914  
Comstock \$2  
Contains over one hundred illustrations of modern display lighting.
- \*International correspondence schools, Scranton, Pa. The window trimmers handbook. 1912  
Int. text bk. co. \$1.50  
A convenient reference book for all persons interested in the displaying of merchandise of all kinds in show windows, show cases, and store interiors.

# INSURANCE

## GENERAL

- \***American academy of political and social science, Phila.** Modern insurance problems. 1917 Amer. acad. of pol. and soc. science. \$1  
Pt. 1. Life insurance. Pt. 3. Accident and health and workman's compensation insurance.  
Pt. 2. Fire insurance.

**Dawson, M. M.** Things agents should know. 1900  
Insurance press \$2

**Richards, G.** A treatise on the law of insurance in all its branches  
3d ed. 1909 Banks \$6.75  
For the student of insurance law.

**Wolfe, S. H.** The examination of insurance companies. 1910  
Insurance press \$3  
A series of talks to the members of his office staff.

**Young, T. E.** Insurance. 1906 Pitman \$2.50  
An exposition of the principles on which insurance administration is based.

## THEORY

**Gephart, W. F.** Insurance and the state. 1913 Macmillan \$1.25  
Gives both sides of the question of government ownership of insurance companies.

\***Gephart, W. F.** Principles of insurance. 2v. 1917 Macmillan \$3  
Written more for the general reader and the student than for the actuary or practical insurance man.

**Hoffman, F. L.** Insurance science and economics. 1911 Spectator \$3  
A practical discussion of present-day problems of administration, methods and results.

## BUSINESS

\***Dunham, P. H. ed.** The business of insurance. 1912 Ronald \$10  
"A text book and reference work covering all lines of insurance, written by eighty eminent experts."

\***Miller, W.** The art of canvassing. 8th ed. Spectator \$1.50  
Suggestive for the beginner.

\***Young, T. E. and Masters, R.** Insurance office organization, management, and account. 1904 Pitman \$1.50  
The business side of insurance.

## LIFE

**Alexander, W.** The life insurance company. 1905 Appleton \$1.50  
Elementary in its treatment of every detail of the business.

- Alexander, W.** What life insurance is and what it does; a primer for laymen and students. 1917 Spectator \$1.50
- Dawson, M. M.** Elements of life insurance. 1893 Spetcator \$2  
Valuable as a text book on life insurance.
- Horner, W. M.** Training for a life insurance agent. 1917 Lippincott \$1.25  
Based upon twenty-five years' experience in the work.
- \***Huebner, S. S.** Life insurance. 1915 Appleton \$2  
Complete exposition of the principles and practice of life insurance.
- Jack, A. F.** An introduction to the history of life insurance. 1912 Dutton \$2.50  
"An examination of certain main factors in the development of the insurance idea."
- Langstaff, J. M.** Life insurance and how to write it. Spectator  
A workable book for the insurance agent.
- Moir, H.** Life insurance primer. 1904 Spectator \$1.50  
A text-book dealing with the practice and mathematics of life insurance, for advanced schools, colleges and universities.
- Nash, W. T.** Multiplying your income; or, how to sell life insurance. 1914 Spectator \$1  
To point out a multitude of commonplace little things which are sometimes the really big things in selling life insurance.
- Willey, N.** Principles and practice of life insurance. 7th ed. 1912 Spectator \$10  
Made up largely of interest tables.
- \***Zartman, L. W.** Life insurance. 1914 Yale \$2.25  
Includes theory, history premiums, expenses. The reserve surplus and dividends, contracts, regulation and special forms of insurance.

#### PROPERTY (INCLUDES MARINE INSURANCE)

- Dean, A. F.** Fire-rating as a science. 1919 Spectator \$2  
Factors in the fixing of fire insurance rates.
- Dean, A. F.** The rationale of fire rates; a study of the personal influences affecting fire insurance cost. 2d ed. 1901 Spectator \$1  
Fire insurance viewed as an economic problem.
- Gow, W.** Sea insurance according to British statutes. 1914 Macmillan \$4.25
- \***Huebner, S. S.** Property insurance. 1911. Appleton \$2  
"The object of this work is to present the important facts and problems connected with those forms of insurance which indemnify owners against loss of property."
- Winter, W. D.** Marine insurance. 1919 McGraw \$3.50  
An American work. Most of the available literature is English.
- \***Zartman, L. W.** Property insurance. 1914 Yale \$2.25  
This important volume covers experiences of foreign countries and the United States as well as policies and principles of the business. Has one chapter on Marine insurance.

## SOCIAL

- Blanchard, R. H.** Liability and compensation insurance. 1917  
Appleton \$2  
Contains a full and logical analysis of the development of the compensation idea.
- Henderson, C. R.** Industrial insurance in the United States. 1911  
Univ. of Chic. \$2  
Gives in detail many plans of industrial insurance.
- Lewis, F. W.** State insurance, a social and industrial need. 1909  
Houghton \$1.25
- Miller, G. R.** Social insurance in the United States. 1918  
McClurg 60c  
Includes workmen's compensation, health insurance, preventive insurance, unemployment insurance, old age support.
- \*Rhodes, J. E.** Workmen's compensation. 1917 Macmillan \$1.50  
"The success of any system of workmen's compensation must rest, in the last analysis, on insurance.
- \*Rubinow, I. M.** Social insurance. 1913 Holt \$3  
A new phase of the insurance problem of more interest as yet to the student of sociology than to the practical insurance man.
- Rubinow, I. M.** Standards of health insurance. 1916 Holt \$1.50  
Of particular value to those who are advocates of this form of so-called social insurance and desire legislative action on the subject.



## PUBLISHERS' DIRECTORY

|                                        |                                                                                 |
|----------------------------------------|---------------------------------------------------------------------------------|
| Advertising World,<br>Alden.           | Columbus, Ohio.<br>H. Alden, Inc.,<br>50 E. 42nd St., New York City, N. Y.      |
| Altemus.                               | Henry Altemus Co.,<br>1326 Vine St., Philadelphia, Pa.                          |
| Amer. Acad. of Pol. &<br>Soc. Science. | American Academy of Political & Social Science,<br>Station B, Philadelphia, Pa. |
| Amer. Bankers' Assn.                   | American Bankers' Association,<br>5 Nassau St., New York City, N. Y.            |
| Amer. Bk.                              | American Book Co.,<br>100 Washington Sq. E., New York City, N. Y.               |
| Amer. Bus. Bk. Co.                     | American Business Book Co.,<br>251 Causeway, Boston, Mass.                      |
| Amer. Ex.                              | American Exporter,<br>17 Battery Place, New York City, N. Y.                    |
| Amer. School of<br>Correspondence      | American School of Correspondence,<br>Drexel Ave. & 58th St., Chicago, Ill.     |
| Amer. Tech. Soc.                       | American Technical Society,<br>Drexel & 58th St., Chicago, Ill.                 |
| Anderson.                              | W. H. Anderson Co.,<br>524 Main St., Cincinnati, Ohio                           |
| Appleton.                              | Daniel Appleton & Co.,<br>29-35 W. 32nd St., New York City, N. Y.               |
| Assoc. Press.                          | Association Press,<br>347 Madison Ave., New York City, N. Y.                    |
| Auto. Pub. Co.                         | Automobile Publishing Co.,<br>612 Chamber of Commerce Bldg., Detroit, Mich.     |
| Babson.                                | Roger W. Babson,<br>Wellesley Hills Station, Boston, Mass.                      |
| Baker, Voorhis.                        | Baker, Voorhis & Co.,<br>45 John St., New York City, N. Y.                      |
| Bankers' Pub. Co.                      | Bankers' Publishing Co.,<br>253 Broadway, New York City, N. Y.                  |
| Banks.                                 | Banks Law Publishing Co.,<br>23 Park Place, New York City, N. Y.                |
| Baugh.                                 | F. H. Baugh,<br>Box 682, Baltimore, Md.                                         |
| Baumgartner.                           | E. H. Baumgarter,<br>Rand-McNally Bldg., Chicago, Ill.                          |
| Beimfohr.                              | E. W. Beimfohr,<br>San Jose, Cal.                                               |
| Bissell.                               | J. G. Bissell Co.,<br>49 Barclay St., New York City, N. Y.                      |
| Bluin.                                 | (See Nickerson)                                                                 |
| Bobbs.                                 | Bobbs-Merrill Co.,<br>University Square, Indianapolis, Ind.                     |
| Boot and Shoe Recorder,                | 207 South St.,<br>Boston, Mass.                                                 |
| Bowen.                                 | B. F. Bowen & Co.,<br>523 Meridian Life Bldg., Indianapolis, Ind.               |
| Butler.                                | Butler Bros.<br>495 Broadway, New York City, N. Y.                              |
| Burroughs.                             | Burroughs Adding Machine Co.,<br>217 Broadway, New York City, N. Y.             |
| Burrows.                               | Burrows Bros. Co.,<br>Guardian Bldg., Cleveland, Ohio.                          |

- Business Research Pub.  
Co. Business Research Publishing Co.,  
Continental & Commercial Bank Bldg.,  
Chicago, Ill.
- Bus. Serv. Corp. Business Service Corporation,  
Cass Bldg., Detroit, Mich.
- Byrne. John Byrne & Co.,  
715 14th St., N. W., Washington, D. C.
- Byxbee Pub. Co. Byxbee Publishing Co.,  
208 S. La Salle St., Chicago, Ill.
- Carnegie Inst. Carnegie Institution of Washington,  
Washington, D. C.
- Carney. W. A. Carney,  
1465 Spring St., Los Angeles, Cal.
- Century. Century Co.,  
353 4th Ave., New York City, N. Y.
- Com'l Pub. Co. Commercial Publishing Co.,  
85 Liberty St., New York City, N. Y.
- Comstock. Wm. T. Comstock,  
23 Warren St., New York.
- Consolidated Pub. Co. Consolidated Publishing Co.,  
9th & Olive Sts., St. Louis, Mo.
- Curlander. M. Curlander,  
Baltimore, Md.
- Dartnell. The Dartnell Corporation,  
Chicago, Ill.
- DeVinne. DeVinne Press,  
395 Lafayette St., New York.
- Dewey. M. Dewey,  
Lake Placid Club, New York.
- Doran. George H. Doran Co.,  
38 West 32nd St., New York City, N. Y.
- Doubleday. Doubleday, Page & Co.,  
Garden City, New York.
- Dry Goods Reporter. (See U. P. C. Bk. Co.)
- Duckworth. Duckworth & Co.,  
3 Henrietta St., Covent Garden, London, W. C.  
England
- Dutton. E. P. Dutton & Co.,  
681 5th Ave., New York City, N. Y.
- Eaton. Eaton & Burnett Business Inc.,  
Baltimore, Md.
- Endowment fund of the  
American Inst. of  
Accountants. American Institute of Accountants,  
20 Vesey St., New York City, N. Y.
- Eng. Mag. Engineering Magazine,  
140-142 Nassau St., New York City, N. Y.
- Everett Press, 74 India St., Boston, Mass.
- Flood. T. H. Flood & Co.,  
214 W. Madison St., Chicago, Ill.
- Forbes. Forbes & Co.,  
443 S. Dearborn St., Chicago, Ill.
- Foreign Exchang Pub.  
Co. Foreign Exchange Publishing Co.,  
29 West Monroe St., Chicago, Ill.
- Funk. Funk & Wagnalls Co.,  
354-360 4th Ave., New York City, N. Y.
- Gee. Gee & Co. Ltd.,  
34 Moorgate St., E. C. London, England.
- Ginn. Ginn & Co.,  
70 5th Ave., New York City, N. Y.

- Gregg. Gregg Publishing Co.,  
 77 Madison Ave., New York City, N. Y.  
 Harpers. Harper & Bros.,  
 Franklin Square, New York City, N. Y.  
 Harvard. Harvard University Press,  
 Randall Hall, Cambridge, Mass.  
 Heath. D. C. Heath & Co.,  
 110-120 Boylston St., Boston, Mass.  
 Holt. Henry Holt & Co.,  
 19 West 44th St., New York City, N. Y.  
 Houghton. Houghton, Mifflin Co.,  
 4 Park St., Boston, Mass.  
 Industrial Press, 140 Lafayette St., New York City, N. Y.  
 Int. Text Bk. International Textbook Co.,  
 Scranton, Pa.  
 Insurance Press, 120 Liberty St., New York City, N. Y.  
 Irving National Bank, Chambers St. & W. Bdway,  
 New York City, N. Y.  
 Jacobs. G. W. Jacobs & Co.,  
 1628 Chestnut St., Philadelphia, Pa.  
 Knopf. Alfred A. Knopf,  
 220 West 42nd St., New York City, N. Y.  
 Knox School of Salesman-  
 ship and Business Efficiency,  
 Kohl Tech. Pub. Co. 1147 Engineers Bldg., Cleveland, Ohio.  
 Kohl Technical Publishing Co.,  
 Woolworth Bldg., New York City, N. Y.  
 Laird. Laird & Lee,  
 1732 Michigan Ave., Chicago, Ill.  
 Lane. John Lane Co.,  
 120 West 32nd St., New York City, N. Y.  
 La Salle. La Salle Extension University,  
 2715-19 Michigan Ave., Chicago, Ill.  
 Levey. Levey Bros. & Co.,  
 Indianapolis, Ind.  
 Lippincott. J. B. Lippincott Co.,  
 E. Washington Square, Philadelphia, Pa.  
 Longmans. Longmans, Green & Co.,  
 443-449 4th Ave., New York City, N. Y.  
 McBride. Robert M. McBride & Co.,  
 31 Union Square, New York City, N. Y.  
 McClurg. A. C. McClurg & Co.,  
 330-352 E. Ohio St., Chicago, Ill.  
 McGraw. McGraw-Hill Book Co.,  
 239 W. 39th St., New York City, N. Y.  
 Macey Co., 412 Broadway, New York City, N. Y.  
 Macmillan. The Macmillan Co.,  
 66 5th Ave., New York City, N. Y.  
 Magazine of Wall Street, 42 Broadway, New York City, N. Y.  
 Mealand. A. J. Mealand,  
 1111 Dewalt Ave. N. W., Canton, Ohio.  
 Moody. Moody's Magazine,  
 35 Nassau St., New York City, N. Y.  
 Morris. Morris Book Shop, F. M. Morris Co.,  
 104 S. Wabash Ave., Chicago, Ill.  
 Morrison. F. E. Morrison,  
 1133 Broadway, New York City, N. Y.  
 Munson. A. J. Munson & Co.,  
 20 W. Jackson Blvd., Chicago, Ill.

- National Association of Credit Men, 41 Park Row, New York City, N. Y.
- N. Y. Simplex Service Co., 1123 Broadway, New York City, N. Y.
- N. Y. Univ. Bk. Store, New York University Book Store, 32 Waverly Place, New York City, N. Y.
- N. Y. Univ. Press, New York University Press, 32 Waverly Place, New York City, N. Y.
- N. Y. West Side Y.M.C.A. Nickerson, 318 W. 57th St., New York City, N. Y.
- Novelty News, Nickerson & Collins Co., 431 S. Dearborn St., Chicago, Ill.
- Oswald Pub. Co., Novelty News Laboratory of Business Economics, 9 S. Clinton St., Chicago, Ill.
- Oxford, Oswald Publishing Co., 344 W. 38th St., New York City, N. Y.
- Peirce, Oxford University Press, (American Branch) 29 West 32nd St., New York City, N. Y.
- Pelton, F. Peirce & Co., 1421 Chestnut St., Philadelphia, Pa.
- Pitman, Pelton Pub. Co., Meriden, Conn.
- Prang, Isaac Pitman & Sons, 2 West 45th St., New York City, N. Y.
- Prentice-Hall, Prang Co., 30 Irving Place, New York City, N. Y.
- Princeton, Prentice-Hall Inc., 70 5th Ave., New York City, N. Y.
- Putnam, Princeton University Press, Princeton, N. J.
- Rand, G. P. Putnam's Sons, 2-6 W. 45th St., New York City, N. Y.
- Realty Pub. Co., Rand-McNally & Co., Rand-McNally Bldg., Chicago, Ill.
- Revell, Realty Publishing Co., Cleveland, Ohio.
- Rollins, Fleming H. Revell & Co., 158 5th Ave., New York City, N. Y.
- Ronald, Montgomery Rollins, 17 Joy St., Boston, Mass.
- Russian Information Bureau, Ronald Press Co., 20 Vesey St., New York City, N. Y.
- School of English, Scott, 1411 Security Bldg., Chicago, Ill.
- Scribner, Scott, Foresman & Co., 623 S. Wabash Ave., Chicago, Ill.
- Shaw, Charles Scribner's Sons, 597 5th Ave., New York City, N. Y.
- Sheldon Univ., A. W. Shaw Co., Wabash Ave. & Madison St., Chicago, Ill.
- Signs of the Times, Sheldon University Press, Libertyville, Ill.
- Silver, Signs of the Times Publishing Co., Cincinnati, Ohio.
- Small, Silver, Burdett & Co., 126 5th Ave., New York City, N. Y.
- Small, Maynard & Co., 41 Mt. Vernon St., Boston, Mass.

- Smith. A. M. Smith,  
1006 Arch St., Philadelphia, Pa.
- Southern Pine Assn. Southern Pine Association,  
New Orleans, La.
- Spectator. Spectator Co.,  
135 Williams St., New York City, N. Y.
- Standard Pub. Co. Standard Publishing Co.,  
9th & Cutter Sts., Cincinnati, Ohio.
- Stewart & Kidd Co., Cincinnati, Ohio.
- Stokes. F. A. Stokes Co.,  
443-449 4th Ave., New York City, N. Y.
- Sturgis. Sturgis & Walton,  
31-33 E. 27th St., New York City, N. Y.
- Sullivan. T. J. Sullivan,  
1504 Olive Ave., Chicago, Ill.
- Survey Associates. Survey Associates, Inc.,  
112 E. 19th St., New York City, N. Y.
- The Survey Comm. of the Cleveland foundation. Cleveland Foundation Survey Committee,  
2025 E. 9th St., Cleveland, Ohio.
- Swett. A. E. Swett,  
337 W. Madison St., Chicago, Ill.
- Swift. C. W. Swift,  
Yarmouthport, Mass.
- Thompson. W. A. Thompson,  
Pontiac, Mich.
- Towne. E. Towne,  
Holyoke, Mass.
- Trade Per. Co. Trade Periodical Co.,  
537 South Dearborn St., Chicago, Ill.
- U. P. C. U. P. C. Book Co., Inc.,  
243 W. 39th St., New York City, N. Y.
- U. S. Fidelity & Guarantee Co. Baltimore, Md.
- Univ. of Chicago Press University of Chicago,  
E. 58th St. & Ellis Ave., Chicago, Ill.
- University Press. University of Chicago Press,  
58th St. & Ellis Ave., Chicago, Ill.
- Van Nostrand. D. Van Nostrand Co.,  
25 Park Place, New York City, N. Y.
- Voc. Bur. Vocational Bureau,  
6 Beacon St., Boston, Mass.
- Walker. F. R. Walker,  
30 N. Michigan Ave., Chicago, Ill.
- Ward. Artemus Ward,  
50 Union Sq., New York City, N. Y.
- Washington Park Pub. Co. Washington Park Publishing Co.,  
543 34th St., Milwaukee, Wis.
- Wasson. G. G. Wasson,  
4107 Kenwood Ave., Kansas City, Mo.
- Western Institute of Accountancy. Western Institute of Accountancy, Commerce  
and Finance,  
821 Leary Bldg., Seattle, Washington
- Whitman. Whitman Publishing Co.,  
608 S. Dearborn St., Chicago, Ill.
- Wiers. C. R. Wiers,  
631 W. Delaware Ave., Buffalo, N. Y.
- Wiley. John Wiley & Sons,  
432 4th Ave., New York City, N. Y.
- Williams. David Williams Co., (See U. P. C. Bk. Co.)

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|----------------|--------------------------------------------------------------------|
| Wilson.        | H. W. Wilson Co.,<br>958-964 University Ave., New York City, N. Y. |
| Winston.       | John C. Winston Co.,<br>1006-1016 Arch St., Philadelphia, Pa.      |
| Woolson.       | G. B. Woolson Co.,<br>116 West 32nd St., New York City, N. Y.      |
| World Book Co. | World Book Co.,<br>Park Hill, Yonkers-on-Hudson, N. Y.             |
| Wymond.        | Wymond & Clark,<br>Rand-McNally Bldg., Chicago, Ill.               |
| Yale.          | Yale University Press,<br>209 Elm St., New Haven, Conn.            |
| Yawman & Erbe. | Yawman & Erbe Mfg. Co.,<br>360 Broadway, New York City, N. Y.      |
| York.          | York Publishing Co.,<br>38 Park Row, New York City, N. Y.          |

# AUTHOR INDEX

|                                                          | Page                                                                           |
|----------------------------------------------------------|--------------------------------------------------------------------------------|
| Adams, H. C.                                             | American railway accounting. 1918----- 8                                       |
| Adams, H. C.                                             | Description of industry, an introduction to economics. 1919 ----- 3            |
| Adams, H. F.                                             | Advertising and its mental laws. 1916-----35                                   |
| Agger, E. E.                                             | Organized banking. 1918-----14                                                 |
| Alexander, W.                                            | The life insurance company. 1905-----49                                        |
| Alexander, W.                                            | What life insurance is and what it does. 1917---50                             |
| Allen, F. J.                                             | Business employments. 1916----- 1                                              |
| Allen, F. J.                                             | Shoe industry. 1916-----47                                                     |
| American academy of political and social science. Phila. | Modern insurance problems. 1917-----49                                         |
| American academy of political and social science. Phila. | Personnel and employment problems in industrial management. 1916-----26        |
| Arnold, H. L.                                            | The complete cost-keeper. 1903-----27                                          |
| Arnold, H. L.                                            | The factory manager and accountant. 1903---27                                  |
| Arnold, H. L.                                            | Ford methods and the Ford shops. 1915-----23                                   |
| Aspley, J. C.                                            | Salesman's correspondence manual. 1917-----40                                  |
| Aspley, J. C.                                            | What a salesman should know about credits. 1918 ----- 5                        |
| Atkinson, F. H.                                          | "Show at" sho' cards. 1913-----45                                              |
| Atkinson, W. W.                                          | Psychology of salesmanship. 1912-----39                                        |
| Aughinbaugh, W. E.                                       | Selling Latin America. 1915-----11 and 39                                      |
| Automatic letter writer.                                 | 1914 -----32                                                                   |
| Babcock, G. D.                                           | The Taylor system in Franklin management, application and results. 1917-----23 |
| Babson, R. W.                                            | Bonds and stocks, the elements of successful investing. 1913 -----16           |
| Bacon, F. H.                                             | Everyday law. 1918 ----- 4                                                     |
| Bailey, W. B. and Cummings, J.                           | Statistics. 1917 -----33                                                       |
| Baillet, H. F.                                           | Overhead expenses and percentage methods. 1915 -----27                         |
| Barber, H. L.                                            | Story of the automobile. 1917-----42                                           |
| Barrett, A. R.                                           | Modern banking methods and practical bank bookkeeping. 1911 -----14            |
| Barrett, H. J.                                           | Modern methods in the office. 1918-----31                                      |
| Barrett, R. J.                                           | How to sell goods. 1918 -----39                                                |
| Barroll, E. C.                                           | Making money in the mail order mint. 1915---45                                 |
| Basford, A. M.                                           | How to advertise printing. 1915-----46                                         |
| Basford, A. M.                                           | How to sell printing. 1916-----46                                              |
| Bassett, W. R.                                           | Accounting as an aid to business profits. 1918---27                            |
| Baugh, F. H.                                             | Principles and practices of cost accounting. 1915 -----28                      |
| Baugh, F. H. and Schmeisser, W. C.                       | Theory and practice of estate accounting. 1910-43                              |
| Beale, W. H.                                             | Commercial Russia. 1914-----11                                                 |
| Beebe, D. E.                                             | Retail credits and collections. 1919-----41                                    |
| Beeching, C. L. T.                                       | Grocery business organization and management. 1911 -----43                     |
| Beimfohr, E. W.                                          | Detailed plans and instructions. 1917-----41                                   |
| Bennett, A.                                              | How to live on 24 hours a day. 1910----- 3                                     |

|                               |                                                                              |    |
|-------------------------------|------------------------------------------------------------------------------|----|
| Bennett, R. J.                | Corporation accounting. 1916-----                                            | 21 |
| Bentley, H. C.                | Science of accounts. 1911-----                                               | 19 |
| Bernard, A. D.                | Some principles and problems of real estate valuation. 1913 -----            | 46 |
| Bigwood, G.                   | Cotton. 1919 -----                                                           | 47 |
| Bing, P. C.                   | The country weekly. 1917-----                                                | 44 |
| Binstead, H. E.               | Furniture. 1919 -----                                                        | 45 |
| Bissell, J. G.                | Instructions on modern show card writing. 1913 -----                         | 45 |
| Blackford, Mrs. K. M.         | Analyzing character. 5th ed. 1916-----                                       | 2  |
| Blackford, Mrs. K. M.         | The job, the man, the boss-----                                              | 26 |
| Blake, H. W. and Jackson, W.  | Electric railway transportation. 1917-----                                   | 8  |
| Blanchard, R. H.              | Liability and compensation insurance. 1917-----                              | 51 |
| Blanton, B. H.                | Credit, its principles and practice. 1915-----                               | 5  |
| Bleyer, W. G.                 | Newspaper writing and editing. 1913-----                                     | 44 |
| Bloomfield, Daniel            | Employment management. 1919-----                                             | 26 |
| Bloomfield, Meyer.            | Management and men, a record of new steps in industrial relations. 1919----- | 23 |
| Blum, J. M.                   | Accounting system of an ice company. 1912-----                               | 44 |
| Bogart, E. L.                 | Business economics. 1915 -----                                               | 4  |
| Bolton, R. P.                 | Building for profits. 1911 -----                                             | 46 |
| Bowley, A. L.                 | Elementary manual of statistics. 1914-----                                   | 33 |
| Brinton, W. C.                | Graphic methods for presenting facts. 1914-----                              | 33 |
| Briscoe, N. A.                | Economics of business. 1913-----                                             | 1  |
| Briscoe, N. A.                | Economics of efficiency. 1913-----                                           | 24 |
| Briscoe, N. A.                | Fundamentals of salesmanship. 1916-----                                      | 39 |
| Britigan, W. H. ed.           | Practical real estate methods for broker, operator and owner. 1909 -----     | 46 |
| Brooks, H. K.                 | Brook's foreign exchange text book. 1906-----                                | 17 |
| Brown, H. G.                  | Foreign exchange. 1917 -----                                                 | 17 |
| Brown, H. G.                  | International trade and exchange. 1916-----                                  | 11 |
| Brown, H. G.                  | Principles of commerce. 1916 -----                                           | 7  |
| Brown, H. G.                  | Transportation rates and their regulation. 1916 -----                        | 9  |
| Browne, S.                    | How to read the financial page. 1916-----                                    | 16 |
| Bunnell, S. H.                | Cost-keeping for manufacturing plants. 1911-----                             | 28 |
| Bunting, H. S.                | The elementary laws of advertising. 1914-----                                | 35 |
| Burdick, F. M.                | Essentials of business law. 1908 -----                                       | 4  |
| Burt, E. W.                   | The shoe craft. 1917 -----                                                   | 47 |
| Butler bros.                  | Success in retailing. 1914 -----                                             | 41 |
| Byles, R. B.                  | The card index system. 1911 -----                                            | 31 |
| Bryan, L. L.                  | Turning real estate into cash. 1915-----                                     | 46 |
| Byxbee pub. co.               | One hundred easy window trims. 1913-----                                     | 47 |
| Cahill, M. F. and Ruggeri, C. | Office practice. 1917 -----                                                  | 31 |
| Calkins, E. E.                | The business of advertising. 1915-----                                       | 36 |
| Cannon, J. G.                 | Cleaning-houses. 1900 -----                                                  | 13 |
| Carney, W. A.                 | How to buy and sell real estate at a profit. 1905 -----                      | 46 |
| Castenholz, W.                | Auditing procedure. 1918 -----                                               | 21 |
| Cassell, R. J.                | The art of collecting. 1913 -----                                            | 5  |
| Chamberlain, J. A.            | Principles of business law. 1908 -----                                       | 4  |
| Chamberlain, L.               | The principles of bond investment. 1911-----                                 | 6  |
| Chamberlain, L.               | Work of the bond house. 1912-----                                            | 17 |
| Chandler, W. H.               | The express service and rates. 1914-----                                     | 8  |
| Charlton, W. H.               | American mine accounting. 1913-----                                          | 45 |
| Chasnoff, J. E.               | Selling newspaper space. 1913-----                                           | 36 |
| Cherington, P. T.             | Advertising as a business force. 1913-----                                   | 36 |

|                                                                                                                                                                                |                                                                                                                |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|----|
| Cherington, P. T.                                                                                                                                                              | The advertising book. 1916-----                                                                                | 36 |
| Cherington, P. T.                                                                                                                                                              | The wool industry. 1916-----                                                                                   | 47 |
| Church, A. H.                                                                                                                                                                  | Manufacturing costs and accounts. 1917-----                                                                    | 28 |
| Church, A. H.                                                                                                                                                                  | Production factors in cost accounting and<br>works management. 1910-----                                       | 28 |
| Church, A. H.                                                                                                                                                                  | The proper distribution of expense burden.<br>1908-----                                                        | 28 |
| Church, A. H.                                                                                                                                                                  | The science and practice of management. 1914-----                                                              | 24 |
| Clare, G.                                                                                                                                                                      | The A B C of the foreign exchanges. 1893-----                                                                  | 17 |
| Clay, P.                                                                                                                                                                       | Sound investing. 1915-----                                                                                     | 17 |
| Cleveland, F. A.                                                                                                                                                               | Funds and their uses. 1919-----                                                                                | 13 |
| Cleveland, F. A. and<br>Powell, F. W.                                                                                                                                          | Railroad finance. 1912-----                                                                                    | 9  |
| Clifford, W. G.                                                                                                                                                                | Building your business by mail. 1914-----                                                                      | 37 |
| Clow, F. R.                                                                                                                                                                    | Introduction to the study of commerce. 1901-----                                                               | 7  |
| Cody, S.                                                                                                                                                                       | Commercial tests and how to use them. 1919-----                                                                | 31 |
| Cody, S.                                                                                                                                                                       | How to do business by letter. 1913-----                                                                        | 32 |
| Cole, W. M.                                                                                                                                                                    | Accounts, their construction and interpreta-<br>tion, for business men and students of af-<br>fairs. 1915----- | 19 |
| Cole, W. M.                                                                                                                                                                    | Cost accounting for institutions. 1915-----                                                                    | 28 |
| Collins, J. H.                                                                                                                                                                 | Art of handling men. 1910-----                                                                                 | 26 |
| Collver, C.                                                                                                                                                                    | How to analyze industrial securities. 1917-----                                                                | 17 |
| Colvin, J. H.                                                                                                                                                                  | Labor turnover, loyalty and output. 1919-----                                                                  | 26 |
| Conant, C. A.                                                                                                                                                                  | The principles of money and banking. 1905-----                                                                 | 13 |
| Conyngton, T. and<br>Smart, E. A.                                                                                                                                              | Business law. 1918-----                                                                                        | 4  |
| Cope, E. A.                                                                                                                                                                    | Filing system. 1913-----                                                                                       | 31 |
| Copeland, M. T. ed.                                                                                                                                                            | Business statistics. 1917-----                                                                                 | 33 |
| Corbion, W. A.                                                                                                                                                                 | The principles of salesmanship. 1907-----                                                                      | 41 |
| Cowan, G. J.                                                                                                                                                                   | Window backgrounds, 1912-----                                                                                  | 47 |
| Cowan, G. J.<br>and Bates, W. H.                                                                                                                                               | The Koester school book of drapes. 1913-----                                                                   | 47 |
| Cramer, J. A.                                                                                                                                                                  | The filing department. 1917-----                                                                               | 31 |
| Crane, U. E.                                                                                                                                                                   | Business law for business men. 1916-----                                                                       | 4  |
| Credits and collections                                                                                                                                                        | 1916-----                                                                                                      | 5  |
| Credits, collections and finance, organizing for credit work, credit policies<br>and collection systems, financing and enterprise, investments and money<br>markets. 1914----- |                                                                                                                | 5  |
| Credwson, C. N.                                                                                                                                                                | Building business. 1907-----                                                                                   | 1  |
| Daggett, S.                                                                                                                                                                    | Railroad reorganization. 1908-----                                                                             | 9  |
| Day, C. M.                                                                                                                                                                     | Accounting practice. 1908-----                                                                                 | 20 |
| Day, C.                                                                                                                                                                        | A history of commerce. 1917-----                                                                               | 7  |
| Day, C.                                                                                                                                                                        | Industrial plants. 1911-----                                                                                   | 23 |
| Dawson, M. M.                                                                                                                                                                  | Elements of life insurance. 1893-----                                                                          | 50 |
| Dawson, M. M.                                                                                                                                                                  | Things agents should know. 1900-----                                                                           | 49 |
| Dean, A. F.                                                                                                                                                                    | Fire-rating as a science. 1919-----                                                                            | 50 |
| Dean, A. F.                                                                                                                                                                    | The rationale of fire rates. 1901-----                                                                         | 50 |
| Dean, S.                                                                                                                                                                       | Shop and foundry management. 1913-----                                                                         | 23 |
| Department store merchandise manuals. 5v. 1917-----                                                                                                                            |                                                                                                                | 41 |
| Dench, E. A.                                                                                                                                                                   | Advertising by motion pictures. 1916-----                                                                      | 37 |
| Derrick, P. E.                                                                                                                                                                 | How to reduce selling costs. 1916-----                                                                         | 1  |
| De Weese, T. A.                                                                                                                                                                | The principles of practical publicity. 1915-----                                                               | 36 |
| Dewey, M.                                                                                                                                                                      | Office efficiency. 1912-----                                                                                   | 31 |
| Dicksee, L. R.                                                                                                                                                                 | Business organization. 1910-----                                                                               | 1  |
| Dicksee, L. R.                                                                                                                                                                 | Office machinery. 1917-----                                                                                    | 31 |
| Dickinson, A. L.                                                                                                                                                               | Accounting practice and procedure. 1914-----                                                                   | 20 |
| Diemer, H.                                                                                                                                                                     | Industrial organization and management. 1917-----                                                              | 23 |
| Dockrell, T. E.                                                                                                                                                                | Law of mental domination applied to selling<br>and advertising. 1914-----                                      | 35 |
| Douglas, A. W.                                                                                                                                                                 | Merchandising. 1918-----                                                                                       | 1  |

|                                   |                                                                                                                                                                            |    |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Droege, J. A.                     | Freight terminals and trains, including a revision of Yards and terminals. 1912-----                                                                                       | 9  |
| Drury, H. B.                      | Scientific management. 2d ed. 1918-----                                                                                                                                    | 24 |
| Dunbar, C. F.                     | The theory and history of banking. 3d ed. 1917-----                                                                                                                        | 13 |
| Dunham, P. H. ed.                 | The business of insurance. 1912-----                                                                                                                                       | 49 |
| Dunn, S. O.                       | Regulation of railroads. 1918-----                                                                                                                                         | 9  |
| Dwyer, I. E.                      | The business letter. 1914-----                                                                                                                                             | 32 |
| Eaton, A. H.                      | The Eaton and Burnett revised and improved bookkeeping; corporation, voucher and cost bookkeeping, embracing all modern and scientific methods used in business. 1917----- | 19 |
| Eaton, J. B.                      | Handbook of railroad expenses. 1913-----                                                                                                                                   | 9  |
| Eddy, A. J.                       | The new competition. 1912-----                                                                                                                                             | 4  |
| Edgar, A. E.                      | How to advertise a retail store. 4th ed. 1913-----                                                                                                                         | 41 |
| Edwards, H. M.                    | Electric light accounts and their significance. 1914-----                                                                                                                  | 43 |
| Eggleston, D. C.                  | Municipal accounting. 1914-----                                                                                                                                            | 21 |
| Eggleston, D. C.                  | Problems in cost accounting. 1918-----                                                                                                                                     | 28 |
| Elbourne, E. T.                   | Factory administration and accounts. 1914-----                                                                                                                             | 28 |
| Emerson, H.                       | Efficiency as a basis for operation and wages. 1914-----                                                                                                                   | 24 |
| Emerson, H.                       | The twelve principles of efficiency. 1912-----                                                                                                                             | 24 |
| Escher, F.                        | Foreign exchange explained. 1917-----                                                                                                                                      | 17 |
| Escher, F.                        | Practical investing. 1914-----                                                                                                                                             | 17 |
| Esquerré, P. J.                   | The applied theory of accounting. 1914-----                                                                                                                                | 19 |
| Ettinger, R. P. and Golieb, D. E. | Credits and collections. 1917-----                                                                                                                                         | 5  |
| Evans, H. P.                      | Cost keeping and scientific management. 1911-----                                                                                                                          | 28 |
| Fairchild, C. B.                  | Training for the electric railway business. 1919-----                                                                                                                      | 8  |
| Farrar, G. P.                     | The typography of advertisements that pay. 1917-----                                                                                                                       | 36 |
| Farrington, F.                    | Making a drug store pay. 1914-----                                                                                                                                         | 43 |
| Farrington, F.                    | Retail advertising—complete. 1910-----                                                                                                                                     | 41 |
| Farrington, F.                    | Retail advertising for druggists and stationers. 1901-----                                                                                                                 | 43 |
| Farrington, F.                    | Selling suggestions. 2v. 1913-----                                                                                                                                         | 41 |
| Farrington, F.                    | Successful salesman. 1919-----                                                                                                                                             | 39 |
| Faust, C. A.                      | Faust's complete card writer. 1911-----                                                                                                                                    | 45 |
| Ferguson, W. B.                   | Estimating the cost of work. 1915-----                                                                                                                                     | 28 |
| Fernley, T. A.                    | Price maintenance. 1912-----                                                                                                                                               | 1  |
| Ficker, N. T.                     | Shop expense analysis and control. 1917-----                                                                                                                               | 28 |
| Field, C. C.                      | Retail buying. 1917-----                                                                                                                                                   | 41 |
| Filsinger, E. B.                  | Exporting to Latin America. 1917-----                                                                                                                                      | 11 |
| Filsinger, E. B.                  | Trading with Latin America. 1917-----                                                                                                                                      | 11 |
| Fischer, L. E.                    | Economics of interurban railways. 1914-----                                                                                                                                | 8  |
| Fisher, I.                        | The rate of interest. 1907-----                                                                                                                                            | 13 |
| Fisher, I. and Brown, H. G.       | The purchasing power of money. 1911-----                                                                                                                                   | 13 |
| Fiske, A. K.                      | Honest business. 1914-----                                                                                                                                                 | 1  |
| Fiske, A. K.                      | Modern bank. 1904-----                                                                                                                                                     | 14 |
| Fiske, J. W.                      | Retail selling. 1916-----                                                                                                                                                  | 41 |
| Fosbroke, G. E.                   | Character reading through analysis of the features. 1914-----                                                                                                              | 2  |
| Fowler, N. C.                     | How to get your pay raised. 1912-----                                                                                                                                      | 3  |
| Fowler, N. C.                     | Practical salesmanship. 1911-----                                                                                                                                          | 39 |
| Francis, C.                       | Printing for profits. 1917-----                                                                                                                                            | 46 |
| Franklin, B. A.                   | Cost reports for executives as a means of plant control. 1913-----                                                                                                         | 28 |
| French, G.                        | Advertising. 1915-----                                                                                                                                                     | 35 |

|                                        |                                                                                                               |    |
|----------------------------------------|---------------------------------------------------------------------------------------------------------------|----|
| French, G.                             | How to advertise. 1917 -----                                                                                  | 36 |
| French, T. E.                          | The essentials of lettering. 1912 -----                                                                       | 45 |
| Friedman, E. M. ed.                    | American problems of reconstruction. 1918 ---                                                                 | 4  |
| Fuess, C. J.                           | How to sell property. 1914 -----                                                                              | 46 |
| Gahagen, W. R.                         | How to conduct the real estate, insurance and<br>general brokerage business. 1916 -----                       | 46 |
| Galloway, L.                           | Office management. 1918 -----                                                                                 | 31 |
| Gano, D. C. and<br>Williams, S. C.     | Commercial law. 1904 -----                                                                                    | 4  |
| Gantt, H. L.                           | Industrial leadership. 1916 -----                                                                             | 24 |
| Gantt, H. L.                           | Work, wages and profits. 1913 -----                                                                           | 24 |
| Gardner, E. H.                         | Effective business letters. 1915 -----                                                                        | 32 |
| Gardner, E. H.                         | New collections method, a systematic treat-<br>ment of the place of collections in market-<br>ing. 1918 ----- | 5  |
| Garrison, C. L.                        | How to conduct a successful shoe store. 1908 ---                                                              | 47 |
| Garrison, E. E.                        | Accounting every business man should know.<br>1909 -----                                                      | 20 |
| Gephart, W. F.                         | Insurance and the state. 1913 -----                                                                           | 49 |
| Gephart, W. F.                         | Principles of insurance. 2v. 1917 -----                                                                       | 49 |
| Gilbreth, F. B.                        | Primer of scientific management. 1912 -----                                                                   | 24 |
| Gilbreth, F. B. and<br>Gilbreth, L. M. | Applied motion study. 1917 -----                                                                              | 24 |
| Gilbreth, F. B. and<br>Gilbreth, L. M. | Fatigue study. 1916 -----                                                                                     | 24 |
| Gilbreth, Mrs. L. M.                   | The psychology of management. 1914 -----                                                                      | 25 |
| Gilman, S.                             | Graphic charts for the business man. 1917 ---                                                                 | 33 |
| Gilman, S.                             | Principles of accounting. 1916 -----                                                                          | 20 |
| Godinez, F. L.                         | Display lighting, the city beautiful. 1914 ---                                                                | 48 |
| Goldmark, J. C.                        | Fatigue and efficiency. 1913 -----                                                                            | 26 |
| Goldstein, J. M.                       | Russia; her economic past and future. 1919 ---                                                                | 11 |
| Gordon, W. H.                          | Lettering for commercial purposes. 1918 ---                                                                   | 45 |
| Gow, M.                                | Sea insurance according to British statutes.<br>1914 -----                                                    | 50 |
| Gowin, E. B.                           | The executive and his control of men. 1915 ---                                                                | 26 |
| Gowin, E. B.                           | The selection and training of the business ex-<br>ecutive. 1918 -----                                         | 27 |
| Griffith, J. B.                        | Corporation accounts and voucher system.<br>1910 -----                                                        | 21 |
| Griffith, J. B.                        | Practical bookkeeping. 1916 -----                                                                             | 19 |
| Grimshaw, R.                           | Lessons in personal efficiency. 1918 ---                                                                      | 3  |
| Gross, F. L.                           | Law of real estate brokers. 1917 -----                                                                        | 46 |
| Guenther, I.                           | Investment and speculation. 1916 -----                                                                        | 17 |
| Haddock, F. C.                         | Power of will. 1916 -----                                                                                     | 3  |
| Hagerty, J. E.                         | Mercantile credits. 1913 -----                                                                                | 6  |
| Haines, H. S.                          | Efficient railway operation. 1919 -----                                                                       | 9  |
| Haines, H. S.                          | Problems in railway regulation. 1911 ---                                                                      | 10 |
| Haines, H. S.                          | Railway corporations as public servants. 1907 ---                                                             | 10 |
| Hall, S. R.                            | Short talks on retail selling. 1915 -----                                                                     | 41 |
| Hall, S. R.                            | Writing an advertisement. 1915 -----                                                                          | 36 |
| Hamilton, J. H.                        | Savings and savings institutions. 1902 ---                                                                    | 16 |
| Handling men.                          | 1917 -----                                                                                                    | 27 |
| Harrington, H. F.                      | Essentials in journalism. 1912 -----                                                                          | 44 |
| Harris, R. S.                          | Practical banking with a survey of the federal<br>reserve act. 1915 -----                                     | 14 |
| Hartness, J.                           | The human factor in works management.<br>1912 -----                                                           | 25 |
| Hatfield, H. R.                        | Modern accounting, its principles and some of<br>its problems. 1909 -----                                     | 20 |
| Hauer, D. J.                           | Economics of contracting. 1911 ---                                                                            | 43 |

|                                                                |                                                                                          |    |
|----------------------------------------------------------------|------------------------------------------------------------------------------------------|----|
| Henderschott, F. C.<br>and Weakley, E. E.                      | The employment department and employees<br>relations. 1918 .....                         | 27 |
| Henderson, C. R.                                               | Industrial insurance in the United States. 1911.....                                     | 51 |
| Herrick, C.                                                    | Trust companies. 2d ed.' 1915.....                                                       | 16 |
| Hess, H. W.                                                    | Productive advertising. 1915.....                                                        | 35 |
| Higham, C. F.                                                  | Scientific distribution. 1918.....                                                       | 35 |
| Higinbotham, H. N.                                             | The making of a merchant. 1906.....                                                      | 1  |
| Hill, F. T.                                                    | The care of estates. 1901.....                                                           | 43 |
| Hoag, C. G.                                                    | Theory of interest. 1914.....                                                            | 13 |
| Hoffman, F. L.                                                 | Insurance science and economics. 1911.....                                               | 49 |
| Holdsworth, J. T.                                              | Money and banking. New ed. 1917.....                                                     | 13 |
| Hollingworth, H. L.                                            | Advertising and selling. 1913.....                                                       | 35 |
| Hollingworth, H. L.                                            | Applied psychology. 1917 .....                                                           | 3  |
| Hooper, W. E.                                                  | Railroad accounting. 1915 .....                                                          | 8  |
| Hoover, H. C.                                                  | Principles of mining. 1900.....                                                          | 45 |
| Hoover, S. R.                                                  | The science and art of salesmanship. 1916.....                                           | 39 |
| Horner, W. M.                                                  | Training for a life insurance agent. 1917.....                                           | 50 |
| Hoskins, A. J.                                                 | Business of mining. 1912.....                                                            | 46 |
| Hotchkin, W. R.                                                | Making more money in storekeeping. 1917.....                                             | 41 |
| Hotchkin, W. R.                                                | The manual of successful storekeeping. 1915.....                                         | 42 |
| Hough, B. O.                                                   | Ocean traffic and trade. 1914.....                                                       | 11 |
| Hough, B. O.                                                   | Practical exporting. 1915.....                                                           | 11 |
| How to run a retail automobile business at a profit. 1918..... |                                                                                          | 42 |
| Hoyt, C. W.                                                    | Scientific sales management. ' 1913.....                                                 | 39 |
| Hudders, E. R.                                                 | Indexing and filing. 1916.....                                                           | 31 |
| Huebner, S. S.                                                 | Life insurance. 1915 .....                                                               | 50 |
| Huebner, S. S.                                                 | Property insurance. 1911.....                                                            | 50 |
| Huffcut, E. W.                                                 | Elements of business law. 1917.....                                                      | 4  |
| Hull, G. H.                                                    | Industrial depression. 1911.....                                                         | 13 |
| Hurley, E. N.                                                  | Awakening of business. 1916.....                                                         | 11 |
| Hutchinson, L.                                                 | The Panama canal and international trade<br>competition. 1915 .....                      | 11 |
| Hyde, G. M.                                                    | Newspaper editing. 1915.....                                                             | 44 |
| Hyde, G. M.                                                    | Newspaper reporting and correspondence.<br>1912 .....                                    | 44 |
| International<br>correspondence<br>schools                     | The automobile handbook. 2d ed. 1917.....                                                | 42 |
| International<br>correspondence<br>schools                     | Bookkeeping. 1904 .....                                                                  | 19 |
| International<br>correspondence<br>schools                     | The salesman's handbook. 1913.....                                                       | 40 |
| International<br>correspondence<br>schools                     | Window trimmers handbook. 1912.....                                                      | 48 |
| Jack, A. F.                                                    | An introduction to the history of life insur-<br>ance. 1912 .....                        | 50 |
| Jackman, W. J.                                                 | Real estate management and transfer. 1916.....                                           | 46 |
| Jackson, D. C. and<br>McGrath, D. J.                           | Street railway fares, their relation to length of<br>haul and cost of service. 1917..... | 8  |
| Johnson, E. R.                                                 | Elements of transportation. 1909 .....                                                   | 7  |
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| Jones, C. L.                                                    | Caribbean interests of the United States. 1916-12                                                    |    |
| Jones, E. D.                                                    | The administration of industrial enterprises, with special reference to factory practice. 1916 ----- | 25 |
| Jones, E. D.                                                    | Business administration, its models in war, statecraft and science. 1914-----                        | 25 |
| Jones, F. D. and Hammond, E. K.                                 | Shop management and system. 1918-----                                                                | 23 |
| Jones, L. A.                                                    | Legal forms. 1909 -----                                                                              | 4  |
| Judson, F. N.                                                   | Law of interstate commerce. 1916-----                                                                | 10 |
| Kallman, M. M. and others                                       | Mercantile credits. 1914 -----                                                                       | 6  |
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| Kelly, R. W.                                                    | Hiring the worker. 1918 -----                                                                        | 27 |
| Kemble, W. F.                                                   | Choosing employees by mental and physical tests. 1917 -----                                          | 27 |
| Kemmerer, E. W.                                                 | A B C of the federal reserve system. 1918----                                                        | 13 |
| Kent, W.                                                        | Bookkeeping and cost accounting for factories. 1918 -----                                            | 29 |
| Kent, W.                                                        | Investigating in industry. 1914-----                                                                 | 25 |
| Kester, R. B.                                                   | Accounting theory and practice. 1918-----                                                            | 20 |
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| Klein, J. J.                                                    | Bookkeeping and accounting. 1918-----                                                                | 19 |
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| Kniffin, W. H.                                                  | Commercial paper, acceptances and the analysis of credit statements. 1918-----                       | 14 |
| Kniffin, W. H.                                                  | The savings bank and its practical work. 1918----                                                    | 16 |
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| Knoepfel, C. E.                                                 | Maximum production in machine shop and foundry. 1911 -----                                           | 23 |
| Knoop, D.                                                       | Outlines of railway economics. 1913-----                                                             | 7  |
| Knowlson, T. S.                                                 | Business psychology. 1912 -----                                                                      | 2  |
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| Koester, F.                                                     | The price of inefficiency. 1913 -----                                                                | 4  |
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| Laughlin, J. L.                                                 | The principles of money. 1903-----                                                                   | 14 |
| Lawrence, H. C.                                                 | Making him buy. 1910 -----                                                                           | 32 |
| Lawrence, H. C.                                                 | Making him pay. 1908 -----                                                                           | 32 |
| Lawrence, H. C.                                                 | Turning him down. 1908 -----                                                                         | 32 |
| Lee, F. S.                                                      | The human machine and industrial efficiency. 1918 -----                                              | 25 |
| Lee, J. M.                                                      | History of American journalism. 1917-----                                                            | 44 |
| Leffingwell, W. H. ed.                                          | Making the office pay. 1918-----                                                                     | 31 |
| Leffingwell, W. H.                                              | Scientific office management. 1917-----                                                              | 31 |
| Leichter, E.                                                    | Successful selling. 1914 -----                                                                       | 39 |
| Lewis, E. S.                                                    | Efficient cost keeping. 1914 -----                                                                   | 29 |
| Lewis, E. S.                                                    | Financial advertising for commercial and savings banks. 1908 -----                                   | 14 |

|                                           |                                                                                                          |    |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------|----|
| Lewis, E. S.                              | Getting the most out of business. 1919.....                                                              | 1  |
| Lewis, F. H.                              | Business English. 1916 .....                                                                             | 32 |
| Lewis, F. W.                              | State insurance, a social and industrial need.<br>1909 .....                                             | 51 |
| Library of factory management. 1915.....  |                                                                                                          | 23 |
| Link, H. C.                               | Employment psychology. 1919 .....                                                                        | 27 |
| Lissenden, G. B.                          | Industrial traffic management. 1916.....                                                                 | 9  |
| Lord, F. W.                               | Ethics of contracting. 1918.....                                                                         | 43 |
| Lough, W.                                 | Business finance. 1917 .....                                                                             | 1  |
| Lyons, A. E.                              | Speed talks. 1910 .....                                                                                  | 39 |
| Lytle, J. H.                              | Letters that land orders. 1914.....                                                                      | 33 |
| MacClintock, P. L.                        | The essentials of business English. 1914.....                                                            | 33 |
| MacDonald, J. A.                          | Successful retail advertising. 1913.....                                                                 | 42 |
| Macey co.                                 | First principles of filing systems. 1918.....                                                            | 31 |
| MacElwee, R. S.                           | Ports and terminal facilities. 1918.....                                                                 | 11 |
| MacGregor, F. D.                          | Bank advertising plans, a book of practical sug-<br>gestions. 1913 .....                                 | 15 |
| MacGregor, T. D.                          | The book of thrift. 1915 .....                                                                           | 16 |
| MacGregor, T. D.                          | The new business department, its organization<br>and operation in a modern bank. 1917.....               | 15 |
| MacGregor, T. D.                          | Pushing your business. 1911 .....                                                                        | 15 |
| MacGregor, T. D.                          | Two thousand points for financial advertising.<br>1915 .....                                             | 15 |
| Mahin, J. L.                              | Advertising—selling the consumer. 1916.....                                                              | 35 |
| Making your store work for you. 1917..... |                                                                                                          | 42 |
| Manual of style. 1910 .....               |                                                                                                          | 46 |
| Marden, O. S.                             | Everybody ahead. 1916 .....                                                                              | 3  |
| Mason, H. B.                              | Window displays for druggists. 1915.....                                                                 | 43 |
| Maxwell, W. M.                            | If I were twenty-one. 1917.....                                                                          | 3  |
| Maxwell, W. M.                            | Salesmanship. 1914 .....                                                                                 | 40 |
| Maxwell, W. M.                            | Training of a salesman. 1919 .....                                                                       | 39 |
| May, I. A.                                | Street railway accounting, a manual of operat-<br>ing practice for electric railways. 1917.....          | 8  |
| McDonald, O. R.                           | My way of running a garage business. 1917.....                                                           | 42 |
| McFall, R. J.                             | Railway monopoly and rate regulation. 1916.....                                                          | 10 |
| McKillop, M. and<br>McKillop, A. D.       | Efficiency methods. 1917 .....                                                                           | 25 |
| McPherson, L. G.                          | How the world makes its living. 1916.....                                                                | 4  |
| McPherson, L. G.                          | Railroad freight rates in relation to the indus-<br>try and commerce of the United States.<br>1909 ..... | 10 |
| McPherson, L. G.                          | Working of the railroads. 1907 .....                                                                     | 9  |
| Mead, D. W.                               | Contracts, specifications and engineering rela-<br>tions. 1916 .....                                     | 43 |
| Mead, E. S.                               | Careful investor. 1914 .....                                                                             | 17 |
| Mealand, A. J.                            | Effective store advertising. 1914 .....                                                                  | 42 |
| Melberg, P. L.                            | How to sell real estate. 1916 .....                                                                      | 46 |
| Merrick, D. V.                            | Time studies as a basis for rate setting. 1917.....                                                      | 25 |
| Meyer, C. A.                              | Mercantile credits and collections. 1919.....                                                            | 6  |
| Meyer, H. R.                              | Government regulations of railroad rates. 1905.....                                                      | 10 |
| Miller, G. R.                             | Social insurance in the United States. 1918.....                                                         | 51 |
| Miner, G. W.                              | Bookkeeping, complete course. 1912.....                                                                  | 19 |
| Miller, W.                                | The art of canvassing. 1913 .....                                                                        | 49 |
| Moir, H.                                  | Life insurance primer. 1904 .....                                                                        | 50 |
| Montgomery, R. H.                         | Auditing theory and practice. 1916.....                                                                  | 21 |
| Moore, W. H.                              | Railway nationalization and the average citizen.<br>1917 .....                                           | 10 |
| Morehouse, W. R.                          | Bank deposit building. 1918.....                                                                         | 15 |
| Morehouse, W. R.                          | Bank window advertising. 1919.....                                                                       | 15 |
| Morehouse, W. R.                          | How to increase savings deposits. 1919.....                                                              | 16 |
| Morison, F. R.                            | Banking publicity. 1904.....                                                                             | 15 |

|                                                |                                                                                  |         |
|------------------------------------------------|----------------------------------------------------------------------------------|---------|
| Morris, L. R.                                  | Instruction in real estate and fire insurance. 1906 -----                        | 47      |
| Morris, R.                                     | Railroad administration. 1910-----                                               | 9       |
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| Norton, S. V.                                  | The motor truck as an aid to business profits. 1918 -----                        | 43      |
| Nourse, E. G.                                  | The Chicago produce market. 1918-----                                            | 46      |
| Nystrom, P. H.                                 | The economics of retailing. 1916-----                                            | 42      |
| Nystrom, P. H.                                 | Retail selling and store management. 1914-----                                   | 42      |
| Nystrom, P. H.                                 | Textiles. 1916 -----                                                             | 47      |
| O'Leary, I. P.                                 | Department store occupations. 1916-----                                          | 42      |
| Opdycke, J. B.                                 | Advertising and selling practice. 1918-----                                      | 37 & 40 |
| Opdycke, J. B.                                 | Commercial letters. 1918-----                                                    | 33      |
| Ormerod, F.                                    | Wool. 1919 -----                                                                 | 41      |
| Orr, E. G. comp.                               | The real estate broker's cyclopedia. 1911-----                                   | 47      |
| Ostrander, W. M.                               | The Simplex plans for selling real estate. 1917-----                             | 47      |
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| Raper, C. L.                                   | Railway transportation. 1912-----                                                | 10      |

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| Reese, J. A.                           | Grocery trade, its history and romance. 1910                               | 44     |
| Reynolds, W. B. and<br>Thornton, F. W. | Duties of the junior accountant. 1918                                      | 21     |
| Rhodes, J. E.                          | Workmen's compensation. 1917                                               | 51     |
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| Rose, R. F.                            | How to become a private secretary. 1917                                    | 32     |
| Rubinow, I. M.                         | Social insurance. 1913                                                     | 51     |
| Rubinow, I. M.                         | Standards of health insurance. 1916                                        | 51     |
| Sakolski, A. M.                        | American railroad economics. 1916                                          | 7      |
| Sales promotion by mail. 1915          |                                                                            | 33     |
| Sales promotion by mail. 1916          |                                                                            | 40     |
| Sammons, W.                            | Keeping up with rising costs. 1915                                         | 42     |
| Schulze, I. W.                         | Office administration. 1919                                                | 32     |
| Scovell, C. H.                         | Cost accounting and burden application. 1916                               | 29     |
| Scott, W. D.                           | Increasing human efficiency in business. 1913                              | 2      |
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| Shryer, W. A.                          | Analytical advertising. 1912                                               | 36     |
| Shryer, W. A.                          | Collecting by letter. 1913                                                 | 6 & 33 |
| Shunan, E. L.                          | Practical journalism. 1903                                                 | 44     |
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| Slichter, S. H.                        | Turnover of factory labor. 1919                                            | 27     |
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| Sprague, C. E.                         | Philosophy of accounts. 1907                                               | 20     |

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| Starch, D.                           | Advertising, its principles, practice and technique. 1914 .....                | 37 |
| Steinmetz, C. P.                     | America and the new epoch. 1916 .....                                          | 26 |
| Sterne, S.                           | Railways in the U. S. 1912 .....                                               | 8  |
| Stockwell, H. G.                     | Essential elements of business character. 1911 ..                              | 3  |
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| Taylor, F. W.                        | The principles of scientific management. 1911 ..                               | 26 |
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| Trading with the<br>Far East.        | 1919 .....                                                                     | 12 |
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| Twyford, H. B.                       | Purchasing, its economic aspects and proper<br>methods. 1915 .....             | 5  |
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| Vedder, G. C.                        | American methods in foreign trade. 1919 ..                                     | 12 |
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| Vrooman, C. S.                       | American railway problems in the light of Eu-<br>ropean experience. 1910 ..... | 8  |
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| Wade, E. B.                          | A text book of precious stones. 1918 .....                                     | 44 |
| Ward, A.                             | Grocer's encyclopedia. 1911 .....                                              | 44 |
| Wasson, G. O.                        | How to complete a catalogue. 1915 .....                                        | 37 |
| Watt, H. J.                          | The ceremony and training of memory. 1909 ..                                   | 3  |
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| Wigent, W. D.                        | Modern filing. 1916 .....                                                      | 32 |
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| Wolfe, O. H.                         | Practical banking. 1917 .....                                                  | 16 |
| Wolfe, S. H.                         | The examination of insurance companies. 1910 ..                                | 49 |

|                                 |                                                                       |    |
|---------------------------------|-----------------------------------------------------------------------|----|
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| Worman, H. A.                   | Building up the force. 1913-----                                      | 27 |
| Wyatt, H. M.                    | The motor industry. 1918 -----                                        | 43 |
| Wymond, M.                      | Government partnership in railroads. 1917----                         | 10 |
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| Young, T. E. and<br>Masters, R. | Insurance office organization, management<br>and accounts. 1904 ----- | 49 |
| Zartman, L. W.                  | Life insurance. 1914 -----                                            | 50 |
| Zartman, L. W.                  | Property insurance. 1914 -----                                        | 50 |

# SUBJECT INDEX

|                               |             |                                             |            |
|-------------------------------|-------------|---------------------------------------------|------------|
| Accounting                    | 8           | English, Business                           | 32-33      |
| Accounting, Corporation       | 21          | Estate administration                       | 43         |
| Accounting, Cost              | 27-29       | Ethics                                      | 2          |
| Accounting, Factory           | 27-29       | Exchange                                    | 11, 17     |
| Accounting, Mine              | 45          | Export selling                              | 11-12      |
| Accounting, Municipal         | 21          | Export trade                                | 11-12      |
| Accounting, Theory of         | 19-20       | Express companies                           | 8          |
| Accounting practice           | 20-21       | Factory accounts                            | 27-29      |
| Accounting problems           | 20-21       | Factory organization and manage-<br>ment    | 23-29      |
| Administration, Business      | 1-6         | Fatigue study                               | 24, 25     |
| Advertising                   | 35-37       | Federal reserve system                      | 13, 14, 15 |
| Advertising, Bank             | 14-15       | Filing                                      | 31, 33     |
| Advertising, Financial        | 14, 15      | Finance                                     | 13-17      |
| Advertising, Motion picture   | 37          | Finance, Railroad                           | 9          |
| Advertising, Philosophy of    | 35          | Financial advertising                       | 14, 15     |
| Advertising, Psychology of    | 35          | Fire insurance                              | 50-51      |
| Advertising, Retail           | 41-42       | Ford methods                                | 23         |
| Advertising, Technique of     | 36-37       | Foreign exchange                            | 11, 17     |
| Advertising, Theory of        | 35          | Foreign trade                               | 11-12      |
| Advertising by mail           | 37          | Foundry management                          | 23         |
| Auditing                      | 21-22       | Franklin management                         | 23         |
| Automobile industry           | 42          | Freight and freightage                      | 9          |
| Balance sheet                 | 21          | Funds                                       | 13         |
| Bank advertising              | 14-15       | Graphic charts                              | 33         |
| Bank bookkeeping              | 14          | Grocery business                            | 43-44      |
| Bank deposits                 | 15          | Hardware business                           | 44         |
| Banks and banking             | 13-16       | Health insurance                            | 51         |
| Banks and banking, History of | 13          | House organs                                | 37         |
| Banks and banking, Theory of  | 13-14       | Ice business                                | 44         |
| Bonds                         | 16-17       | Indexing                                    | 31, 32     |
| Bookkeeping                   | 19          | Industrial efficiency                       | 24-26      |
| Bookkeeping, Bank             | 14          | Insurance, Industrial                       | 51         |
| Business English              | 32-33       | Industrial organization and man-<br>agement | 23-29      |
| Card index                    | 31, 32      | Industrial plants                           | 23         |
| Character analysis            | 26          | Insurance                                   | 49-51      |
| Clearing house                | 13-14       | Insurance, Health                           | 51         |
| Collections                   | 5-6, 33, 41 | Insurance, Industrial                       | 51         |
| Commerce                      | 7-12        | Insurance, Life                             | 49-50      |
| Commercial letters            | 32-33       | Insurance, Property                         | 50-51      |
| Commercial paper              | 14          | Insurance, Social                           | 51         |
| Contractors' operations       | 43          | Insurance, State                            | 51         |
| Corporation accounting        | 21          | Insurance business                          | 46, 47, 49 |
| Cost accounting               | 27-29       | Interest                                    | 13         |
| Cost keeping                  | 27-29       | International exchange                      | 11, 17     |
| Credits                       | 5-6, 14, 41 | International trade                         | 11-12      |
| Deposits, Bank                | 15          | Jewelry business                            | 44         |
| Discounts                     | 15          | Journalism                                  | 44-45      |
| Drug stores                   | 43          | Latin America, Trade with                   | 11-12      |
| Economics                     | 3-4         | Law                                         | 4          |
| Efficiency, Industrial        | 2-3, 24-26  | Lettering                                   | 45         |
| Efficiency, Personal          | 3           | Letters, Commercial                         | 32-33      |
| Electric lighting             | 43          | Liability insurance                         | 51         |
| Electric railways             | 8           | Life insurance                              | 49-50      |
| Employment                    | 26-27       | Loans                                       | 15         |
| Employment management         | 26-27       |                                             |            |
| Employment psychology         | 26-27       |                                             |            |

|                              |           |                                    |            |
|------------------------------|-----------|------------------------------------|------------|
| Lumber industry .....        | 45        | Reconstruction .....               | 4          |
| Mail order business .....    | 45        | Regulation of railroads .....      | 9-10       |
| Manufacturing accounts ..... | 27-29     | Retail trade .....                 | 41-48      |
| Marine insurance .....       | 50        | Russia, Trade with .....           | 11         |
| Marketing .....              | 1-2       | Sales management .....             | 39         |
| Merchandising .....          | 1, 41, 48 | Salesmanship .....                 | 39         |
| Methods, Business .....      | 2         | Salesmanship, Technique .....      | 40         |
| Mine operation .....         | 45-46     | Savings banks .....                | 10         |
| Money .....                  | 13-14     | Scientific management .....        | 24-26      |
| Motion study .....           | 24        | Selling cost .....                 | 1          |
| Motor industry .....         | 42-43     | Shoe trade .....                   | 47         |
| Municipal accounting .....   | 21        | Shop committee .....               | 23         |
| Net worth .....              | 21        | Shop management .....              | 23-24      |
| Newspaper business .....     | 44-45     | Show card writing .....            | 45         |
| Ocean shipping .....         | 11-12     | Social insurance .....             | 51         |
| Ocean trade .....            | 11-12     | South America, Trade with .....    | 11-12      |
| Ocean transportation .....   | 12        | Spanish America, Trade with .....  | 11-12      |
| Office practice .....        | 31-33     | State insurance .....              | 51         |
| Organization, Business ..... | 1-6       | Statistics .....                   | 33         |
| Orient, Trade with .....     | 12        | Stocks .....                       | 16-17      |
| Ports .....                  | 11        | Storekeeping .....                 | 41-42      |
| Prices .....                 | 1         | Street railways .....              | 8          |
| Printing trade .....         | 46        | Taylor system .....                | 23         |
| Produce trade .....          | 46        | Terminals .....                    | 11         |
| Proofreading .....           | 46        | Tests for employees .....          | 26, 27     |
| Property .....               | 46-47     | Textile industries .....           | 47         |
| Property insurance .....     | 50-51     | Thrift .....                       | 16         |
| Psychology, Business .....   | 2-3       | Time studies .....                 | 25         |
| Psychology, Employment ..... | 26-27     | Trade .....                        | 7          |
| Purchasing .....             | 5         | Traffic .....                      | 9, 10      |
| Railroad accounting .....    | 8         | Transportation .....               | 7-11       |
| Railroad finance .....       | 9         | Trust companies .....              | 16         |
| Railroad management .....    | 9         | Typewriting .....                  | 32         |
| Railroad operation .....     | 9         | Valuation, Railroad .....          | 10         |
| Railroad rates .....         | 9-10      | Voucher system .....               | 21         |
| Railroad regulation .....    | 9-10      | Welfare work .....                 | 23, 26, 27 |
| Railroad terminals .....     | 11        | Window advertising for banks ..... | 15         |
| Railroad traffic .....       | 9, 10     | Window display .....               | 43         |
| Railroad valuation .....     | 10        | Window trimmings .....             | 47-48      |
| Railroads .....              | 7-11      | Workmen's compensation .....       | 51         |
| Real estate .....            | 46-47     | Works management .....             | 24, 25     |



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